

2022

FY



ANNUAL REPORT

OCTOBER 1, 2021 – SEPTEMBER 30, 2022



John Carney
Governor
State of Delaware



Nathaniel McQueen, Jr.
Secretary
Dept. of Safety and Homeland Security



Kimberly Chesser
Director
Office of Highway Safety



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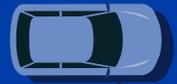
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MESSAGE FROM THE DIRECTOR



EXECUTIVE SUMMARY



Kimberly Chesser, Director

On behalf of everyone at the Delaware Office of Highway Safety (OHS), I am pleased to present the Fiscal Year 2022 Annual Report. This report serves as the State's evaluation of the 2022 Highway Safety Plan (HSP) and is our opportunity to celebrate accomplishments and identify desired improvements related to performance measures, targets, and strategies in the coming year.

I am grateful for the passion, commitment, and efforts of the Office of Highway Safety staff and the work accomplished with our traffic safety partners. Despite many challenges, we continued working closely with our dedicated traffic safety partners to conduct appropriate problem identification, select realistic performance measures, identify and implement proven countermeasures, and conduct a quality evaluation of implemented efforts.

The Annual Report reviews the yearly progress in regards to Delaware's HSP and documents the use of grant funding administered by the National Highway Traffic Safety Administration (NHTSA) for Federal funds available under the Section 402 State and Community Highway Safety Grant Program and the various sections of the National Priority Safety Program of the Federal transportation bill.

Last year, Delaware saw a 15-year high in traffic fatalities. This deadly trend is continuing to get worse, which is unacceptable. OHS continues to develop and administer data-driven safety initiatives that benefit all modes of transportation and save lives. We recognize our role as leaders in fostering cooperation and collaboration to eliminate serious injury and death from preventable crashes. OHS is committed to a comprehensive, inclusive, and equitable approach to delivering education, enforcement and outreach programs to save lives on all of Delaware's roadways. We are focused on expanding our partnerships and increasing our efforts to actively seek the input of community representatives to help us achieve long-term traffic safety improvements.

The FY 2022 Annual Report includes the following components:

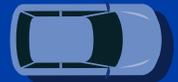
- *Assessment of the State's progress in meeting targets identified in our FY 2022 HSP;*
- *Description of the projects and activities funded;*
- *Federal funds expended on identified funded projects and activities; and*
- *The extent to which the identified projects contributed to meeting the highway safety targets and how to adjust our upcoming HSP to better meet performance targets in areas where a performance target has not yet been met.*

This report reflects our efforts to ensure everyone on the road reaches their destination safely. It is a shared responsibility and we continue to encourage Delawareans to take action to keep themselves and others safe by not driving impaired, wearing a seat belt, following the speed limit, giving your undivided attention to driving, and looking out for the safety of people walking and biking.

We will continue to strive Toward Zero Deaths in 2023. Achieving this vision requires ongoing collaboration, partnerships, and the sharing of knowledge and resources throughout the implementation of this plan and future Highway Safety Plans. To that end, we will focus on legislative enhancements, thoughtful traffic safety data analysis, the use of identified best practice countermeasures, and innovative ways to strengthen Delaware's traffic safety culture to continue to tackle the challenges that lie ahead.



STAFF BIOGRAPHIES



Front – Kimberly Chesser | *Second Row (Left to Right)* – Christine Gannon, Sarah Cattie | *Third Row* – Aubrey Klick, Jason Coleman
| *Fourth Row* – John Horsman, Jackie McDermott | *Fifth Row* – Roy Bryant, Brian Karst | *Back* – Richard Klepner

Not Pictured – Shawn Rohe and Juanita Huey Smith

Kimberly Chesser | Director

Responsible for planning, organizing, and directing the operations and programs of the Office of Highway Safety in accordance with Federal and State laws, regulations, and guidelines. Monitors State and Federal legislation that impacts highway safety and the State of Delaware. Serves as the State's Coordinator on behalf of the Governor's Representative.

Richard Klepner | Deputy Director

Serves as a policy advisor to the Director. Responsible for the monitoring and evaluation of approved highway safety projects, administration, and distribution of Federal funds to State, local and private agencies; coordinating and organizing impaired driving countermeasures across the state, and manages the 402, 405, and 154 programs. Serves as the agency DUI Program Coordinator; responsible for coordinating traffic records; serves as the lead program manager in the implementation of the OHS E-grants system; serves as the Chair of the Statewide Impaired Driving Prevention Taskforce, Chair of the Traffic Records Coordinating Committee, the Co-Chair for the Motor Vehicle Committee of The Injury Prevention Coalition, and a member of the DUI Court Steering Committee.

Sarah Cattie | Senior Traffic Safety Program Manager

Responsible for the monitoring and evaluation of approved highway safety projects, administration, and distribution of Federal funds to the State, local, and private agencies. Serves as the agency Occupant Protection Coordinator, Distracted Driving Coordinator, and Young Drivers Programs Coordinator. Responsible for the preparation of the Annual Report. Manages the agency's Car Seat Fitting Stations and is a certified Child Passenger Safety Technician/Instructor. Serves as the Chair of the Teen Driver Task Force and is a Board Member for Safe Kids Delaware.

Jackie McDermott | Traffic Safety Program Manager

Responsible for the monitoring and evaluation of approved highway safety projects, administration, and distribution of Federal funds to the State, local, and private agencies; coordinating and organizing pedestrian/bicycle safety, motorcycle safety and speed safety initiatives across the state, and manages the 402, and 405 programs. Also serves as the OHS representative on the Delaware Bicycle Council, and the Motorcycle Riders Education Advisory Committee.

Jason Coleman | Marketing Specialist II

Establishes the strategic direction for OHS communications efforts, develops and implements an annual communications plan for all OHS traffic safety programs and serves as a public information officer and media liaison. Responsible for dissemination of information regarding agency programs, coordination of public awareness campaigns, and media events. Responsible for the management of approved paid media and digital media highway safety projects. Coordinates the content and organization of the OHS social media channels and websites. Responsible for presentations of safety education programs for schools and other State and local agencies.

Christine Gannon | Accountant

Responsible for processing fiscal documents as required for the daily operations of the office. Reviews payment and intergovernmental vouchers and completes payments in the First State Financial System. Responsible for entering grants into the First State Financial System for the State of Delaware Clearinghouse.

John Horsman | Law Enforcement Liaison

Responsible for the coordination of law enforcement mobilizations throughout the grant year and for organizing law enforcement training opportunities. Encourages law enforcement participation in OHS activities (Part-time position).

Aubrey Klick | Statewide Fitting Station Coordinator and Corporate Partner Coordinator

Certified Child Passenger Safety Technician/Instructor serving as the Kent County coordinator of OHS's child passenger safety education demonstrations, customer service appointments, instructing Child Passenger Safety Technician courses, car seat fitting station events in conjunction with child passenger safety and highway safety state partners and in cooperation with the Division of Motor Vehicles. Responsible for developing and implementing traffic safety-related programming initiatives for and with our corporate partners. Assists the Marketing Specialist II with public information and education initiatives (Part-time position).

Shawn Rohe | Statewide Fitting Station Coordinator

Certified Child Passenger Safety Technician/Instructor serving as the New Castle County coordinator of OHS's child passenger safety education demonstrations, customer service appointments, instructing Child Passenger Safety Technician courses, and car seat fitting station events in conjunction with child passenger safety and highway safety state partners and in cooperation with the Division of Motor Vehicles (Part-time position).

Juanita Huey Smith | Statewide Fitting Station Coordinator

Certified Child Passenger Safety Technician/Instructor serving as the Sussex County coordinator of OHS's child passenger safety education demonstrations, customer service appointments, instructing Child Passenger Safety Technician courses, and car seat fitting station events in conjunction with child passenger safety and highway safety state partners and in cooperation with the Division of Motor Vehicles (Part-time position).

Brian Karst | Data Analyst

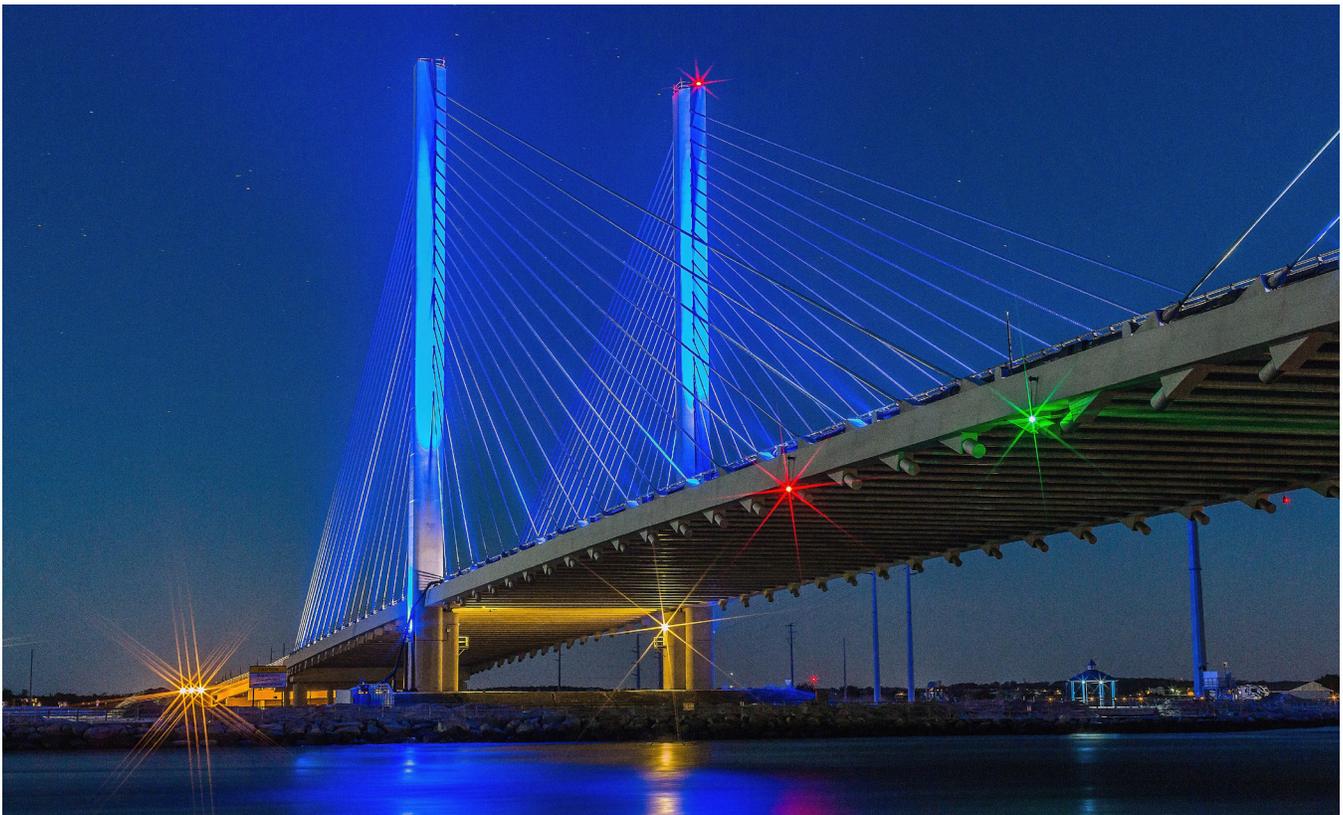
Responsible for conducting ongoing problem identification, assisting in the development of the annual Highway Safety Plan, assisting in the development and implementation of enforcement mobilizations, and providing data analysis summaries to the Program Managers.

Currently Vacant | Administrative Specialist III

Responsible for ordering public information materials, coordinating, and distributing materials to increase public awareness, and providing administrative support to OHS staff. The position also serves as the agency receptionist (Part-time position).

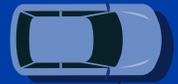
Roy Bryant | Training/Education Administrator I

Responsible for researching, analyzing, and evaluating statewide law enforcement impaired driving training needs in support of the annual Highway Safety Plan; develops goals, objectives and performance measures; and assesses traffic safety program impact. Serves as the State Drug Recognition Expert Coordinator.





TARGETS AND ACTIVITY MEASURES



FY 2022 HIGHWAY SAFETY TARGETS¹

| CORE OUTCOME BEHAVIORAL MEASURES TARGETS FOR FY 2022 | | 2018 | 2019 | 2020 | 2021 | 2022 ² | 2022 TARGETS | 2022 PROGRESS |
|---|---|------|------|------|------|-------------------|-----------------|------------------|
| 1 | TRAFFIC FATALITIES | 111 | 132 | 116 | 139 | 145 | | |
| | 5-YEAR MOVING AVERAGE | 121 | 122 | 119 | 123 | | 111.8 | 129 |
| 2 | SERIOUS TRAFFIC INJURIES | 377 | 403 | 447 | 550 | 508 | | |
| | 5-YEAR MOVING AVERAGE | 523 | 483 | 459 | 450 | | 438.3 | 457 |
| 3 | MILEAGE DEATH RATE ³ | 1.09 | 1.29 | 1.39 | N/A | N/A | | |
| | 5-YEAR MOVING AVERAGE | 1.20 | 1.20 | 1.22 | | | 1.074 | N/A |
| 3A | RURAL MILEAGE DEATH RATE | 1.38 | 1.90 | 2.33 | N/A | N/A | | |
| | 5-YEAR MOVING AVERAGE | 2.06 | 2.00 | 2.05 | | | N/A | N/A |
| 3B | URBAN MILEAGE DEATH RATE | 1.00 | 1.09 | 1.09 | N/A | N/A | | |
| | 5-YEAR MOVING AVERAGE | 0.86 | 0.90 | 0.92 | | | N/A | N/A |
| 4 | UNRESTRAINED PASSENGER VEHICLE OCCUPANT FATALITIES | 32 | 24 | 34 | 41 | 32 | | |
| | 5-YEAR MOVING AVERAGE | 30.8 | 30.6 | 31 | 33 | | 28.9 | 32.6 |
| 5 | ALCOHOL-IMPAIRED DRIVING RELATED FATALITIES | 28 | 32 | 27 | 28 | 15 | | |
| | 5-YEAR MOVING AVERAGE | 37.4 | 33.4 | 31 | 29.2 | | 30.1 | 26 |
| 6 | SPEED-RELATED FATALITIES | 33 | 37 | 33 | 44 | 48 | | |
| | 5-YEAR MOVING AVERAGE | 37 | 35.4 | 35 | 36 | | 32.1 | 39 |
| 7 | MOTORCYCLE FATALITIES | 17 | 18 | 15 | 24 | 21 | | |
| | 5-YEAR MOVING AVERAGE | 15 | 15.6 | 14.8 | 16.8 | | 14.2 | 19 |

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TARGETS AND ACTIVITY MEASURES

| | | | | | | | | |
|----|--|-------|-------|-------|-------|-----|-------|------|
| 8 | UNHELMETED MOTORCYCLIST FATALITIES | 9 | 8 | 3 | 7 | 9 | | |
| | 5-YEAR MOVING AVERAGE | 6 | 6.2 | 5.6 | 6.2 | | 5.6 | 7.2 |
| 9 | DRIVERS AGE 20 OR YOUNGER INVOLVED IN FATAL CRASHES | 10 | 16 | 17 | 25 | 22 | | |
| | 5-YEAR MOVING AVERAGE | 12.4 | 13.2 | 12.6 | 14.8 | | 12 | 18 |
| 10 | PEDESTRIAN FATALITIES | 23 | 32 | 25 | 29 | 29 | | |
| | 5-YEAR MOVING AVERAGE | 29 | 30.2 | 28 | 28.4 | | 27.4 | 27.6 |
| 11 | SEAT BELT USE RATE | 92.4% | 92.5% | 92.5% | 92.4% | N/A | | |
| | 5-YEAR MOVING AVERAGE | 91.5% | 91.6% | 92% | 92.2% | | 92.6% | N/A |
| 12 | DISTRACTED DRIVING RELATED SERIOUS INJURIES/FATALITIES | 26 | 35 | 29 | 44 | 43 | | |
| | 5-YEAR MOVING AVERAGE | 51.8 | 47.6 | 43 | 37 | | 43.2 | 35.4 |
| 13 | BICYCLE FATALITIES | 6 | 7 | 3 | 2 | 5 | | |
| | 5-YEAR MOVING AVERAGE | 3.8 | 4.6 | 4.6 | 4.6 | | 4.2 | 4.6 |

¹Sources: Fatal Analysis Reporting System (FARS)² Crash Analysis Reporting System (CARS)

²Progress only available through November 30, 2022

³Mileage death rates for 2021 and 2022 are pending VMT data. This data has not been published by NHTSA as of November 30, 2022.

ACTIVITY MEASURES



153

NUMBER OF IMPAIRED DRIVING ARRESTS MADE DURING GRANT-FUNDED ENFORCEMENT ACTIVITIES



1,520

SEAT BELT VIOLATIONS



73

CHILD RESTRAINT VIOLATIONS

NUMBER OF SEAT BELT CITATIONS DURING GRANT-FUNDED ENFORCEMENT ACTIVITIES



5,809

NUMBER OF SPEED CITATIONS ISSUED DURING GRANT-FUNDED ENFORCEMENT ACTIVITIES



Based on data-driven program area problem identification, and identified countermeasure strategies, OHS selects the planned activities and partners to participate in each planned activity with the objective of reducing crashes and achieving performance targets related to each program area. The countermeasure strategies were selected from proven countermeasure strategies from Countermeasures that Work, Uniform Highway Safety Program Guidelines, and NHTSA guidance. In areas where a performance target was not met, OHS will review the outcomes and results of planned activities to determine their overall effect on the right audience, if the funding allocation matched the weight of the problem and whether or not to continue similar planned activities in the future. OHS will adjust the Highway Safety Plan based on the assessment of the results.



PROGRAM AREA | IMPAIRED DRIVING



The Office of Highway Safety coordinated the following programming initiatives to reach our impaired driving safety targets for FY 2022:

COLUMBUS DAY WEEKEND DUI PATROLS

PROJECT CODE: ACAC22-11

PROJECT DESCRIPTION: This project was initially approved as a statewide checkpoint. However, after an inability to safely staff, it was converted to statewide patrols. Columbus Day Weekend ranks as one of the highest of DUI crashes and arrests in Delaware and Region 3. These patrols partnered with NHTSA Region 3's "Operation Crash Reduction". Funds were provided to work six-hour impaired driving patrols from October 8 – 9, 2021 between 8:00 p.m. – 3:00 a.m. Funding was based on an analysis of crash data to determine appropriate agencies and review of previous mobilization participation.

PARTICIPATING AGENCIES: Bridgeville PD, Camden PD, Cheswold PD, Clayton PD, Dagsboro PD, Delaware Capitol PD, Dover PD, Georgetown PD, Laurel PD, Middletown PD, Milford PD, Milton PD, New Castle County Div. of Police, Newport PD, Rehoboth Beach PD, Smyrna PD, Wilmington PD, Wyoming PD and Delaware State Police.

| HOURS WORKED | PATROLS | IMPAIRED DRIVING ARRESTS | OTHER ARRESTS/ E-WARNINGS | TOTAL ARRESTS/ E-WARNINGS |
|--------------|---------|--------------------------|---------------------------|---------------------------|
| 298.5 | 50 | 8 | 396 | 404 |



HALLOWEEN DUI PATROLS

PROJECT CODE: ACAC22-12

PROJECT DESCRIPTION: OHS partnered with law enforcement statewide to provide funding for overtime impaired driving patrols. Halloween weekend typically ranks as one of the highest weekends for DUI crashes and arrests. Funds were provided for six-hour impaired driving patrols from October 29 – 31, 2021 between 8:00 p.m. - 3:00 a.m. Funding was based on an analysis of crash data to determine appropriate agencies and review of previous mobilization participation.

PARTICIPATING AGENCIES: Bethany Beach PD, Bridgeville PD, Camden PD, Clayton PD, Dagsboro PD, Dewey Beach PD, Dover PD, Georgetown PD, Harrington PD, Laurel PD, Middletown PD, Milford PD, Millsboro PD, Milton PD, Newark PD, Newport PD, Rehoboth Beach PD, Seaford PD, Smyrna PD, South Bethany PD, University of Delaware PD, Wilmington PD, Wyoming PD and Delaware State Police.

| HOURS WORKED | PATROLS | IMPAIRED DRIVING ARRESTS | OTHER ARRESTS/ E-WARNINGS | TOTAL ARRESTS/ E-WARNINGS |
|--------------|---------|--------------------------|---------------------------|---------------------------|
| 248 | 58 | 10 | 349 | 359 |

THANKSGIVING DUI PATROLS

PROJECT CODE: ACAC22-13

PROJECT DESCRIPTION: This project was amended to DUI patrols from the originally scheduled checkpoint. Funds were provided for six-hour impaired driving patrols from November 24 – 27, 2021 between 7:00 p.m. - 3:00 a.m. Funding was based on an analysis of crash data to determine appropriate agencies and review of previous mobilization participation.

PARTICIPATING AGENCIES: Bridgeville PD, Camden PD, Cheswold PD, Clayton PD, Dagsboro PD, Delaware Capitol PD, Dover PD, Fenwick Island PD, Georgetown PD, Laurel PD, Middletown PD, Milford PD, Milton PD, New Castle County Div. of Police, Newark PD, Newport PD, Rehoboth Beach PD, Smyrna PD, Wilmington PD, Wyoming PD, and Delaware State Police.

| HOURS WORKED | PATROLS | IMPAIRED DRIVING ARRESTS | OTHER ARRESTS / E-WARNINGS | TOTAL ARRESTS / E-WARNINGS |
|--------------|---------|--------------------------|----------------------------|----------------------------|
| 347.75 | 58 | 12 | 461 | 473 |



SAFE FAMILY HOLIDAY DUI PATROLS

PROJECT CODES: ACAC22-14

PROJECT DESCRIPTION: As part of the annual Safe Family Holiday campaign, OHS provided funding statewide for impaired driving enforcement patrols. Funds were provided for six-hour patrols from December 10 – 26, 2021 between 7:00 p.m. - 3:00 a.m. Funding was based on an analysis of crash data to determine appropriate agencies and review of previous mobilization participation. Agencies were asked to prioritize weekend nights for patrols.

PARTICIPATING AGENCIES: Bethany Beach PD, Bridgeville PD, Camden PD, Cheswold PD, Clayton PD, Dagsboro PD, Delmar PD, Dewey Beach PD, Dover PD, Elsmere PD, Felton PD, Fenwick Island PD, Harrington PD, Laurel PD, Middletown PD, Milford PD, Millsboro PD, Milton PD, New Castle City PD, Newark PD, Newport PD, Ocean View PD, Rehoboth Beach PD, Seaford PD, Smyrna PD, South Bethany PD, University of Delaware PD, Wilmington PD, Wyoming PD, and Delaware State Police.

| HOURS WORKED | PATROLS | IMPAIRED DRIVING ARRESTS | OTHER ARRESTS/ E-WARNINGS | TOTAL ARRESTS/ E-WARNINGS |
|--------------|---------|--------------------------|---------------------------|---------------------------|
| 674.5 | 113 | 20 | 915 | 935 |



SUPERBOWL DUI PATROLS

PROJECT CODE: ACAC22-15

PROJECT DESCRIPTION: OHS partnered with law enforcement statewide to provide funding for overtime impaired driving patrols. The week before and Super Bowl weekend typically ranks as one of the highest weekends for DUI crashes and arrests. Funds were provided for six-hour impaired driving patrols from February 3 – 13, 2022 between 7:00 p.m. - 3:00 a.m. Funding was based on an analysis of crash data to determine appropriate agencies and review of previous mobilization participation.

PARTICIPATING AGENCIES: Bridgeville PD, Camden PD, Cheswold PD, Clayton PD, Dagsboro PD, Delmar PD, Dewey Beach PD, Dover PD, Felton PD, Harrington PD, Laurel PD, Middletown PD, Milford PD, Newark PD, Newport PD, Rehoboth Beach PD, Seaford PD, Smyrna PD, Wilmington PD, Wyoming PD, and Delaware State Police.

| HOURS WORKED | PATROLS | IMPAIRED DRIVING ARRESTS | OTHER ARRESTS/ E-WARNINGS | TOTAL ARRESTS/ E-WARNINGS |
|--------------|---------|--------------------------|---------------------------|---------------------------|
| 313 | 53 | 15 | 400 | 415 |

ST. PATRICK'S DUI PATROLS

PROJECT CODE: ACAC22-16, ACAD22-01

PROJECT DESCRIPTION: OHS provided funding for statewide patrols during St. Patrick's Day holiday period. Funds were provided for six-hour patrols between March 11 - 19, 2022 from 7:00 p.m. - 3:00 a.m. Agencies were asked to prioritize weekends and St. Patrick's Day due to expected increases in impaired driving during those times. Funding was based on an analysis of crash data and distributed to agencies deemed to be most appropriate.

PARTICIPATING AGENCIES: Bridgeville PD, Clayton PD, Dagsboro PD, Delaware City PD, Delmar PD, Dewey Beach PD, Dover PD, Elsmere PD, Fenwick Island PD, Georgetown PD, Greenwood PD, Harrington PD, Laurel PD, Middletown PD, Milford PD, Millsboro PD, Milton PD, New Castle City PD, New Castle County Div. of Police, Newark PD, Ocean View PD, Rehoboth Beach PD, Seaford PD, Smyrna PD, Wilmington PD, Wyoming PD, and Delaware State Police.

| HOURS WORKED | PATROLS | IMPAIRED DRIVING ARRESTS | OTHER ARRESTS/ E-WARNINGS | TOTAL ARRESTS/ E-WARNINGS |
|--------------|---------|--------------------------|---------------------------|---------------------------|
| 458.75 | 80 | 13 | 653 | 667 |

JUNE DUI PATROLS

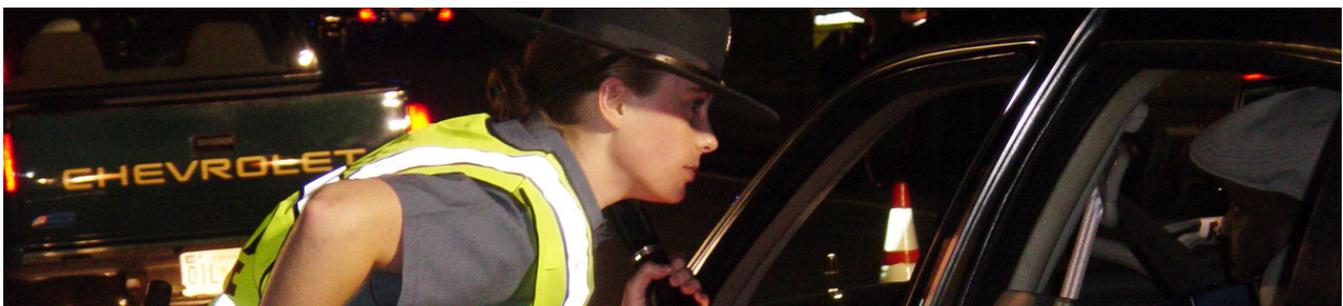
PROJECT CODE: ACAD22-03

PROJECT DESCRIPTION: OHS provided funding for statewide patrols throughout June to minimize impaired driving during the summer months. In recent years, summer months have trended highest for fatalities and serious injuries. Funds were provided for six-hour patrols from May 26 - July 4, 2022 between 7:00 p.m. - 3:00 a.m. Funding was based on an analysis of crash data and distributed to agencies deemed to be most appropriate. Issues arose during this mobilization related to OT rates for officers and many project agreements were canceled starting on June 1.

As part of this project, OHS provided funds to agencies to purchase Portable Breathalyzers (PBTs).

PARTICIPATING AGENCIES: Bethany Beach PD, Bridgeville PD, Camden PD, Clayton PD, Dagsboro PD, Delaware Division of Alcohol and Tobacco Enforcement, Delmar PD, Dewey Beach PD, Dover PD, Felton PD, Fenwick Island PD, Georgetown PD, Harrington PD, Laurel PD, Middletown PD, Milford PD, Millsboro PD, Milton PD, New Castle City PD, New Castle County Div. of Police, Newark PD, Ocean View PD, Rehoboth Beach PD, Seaford PD, Selbyville PD, Smyrna PD, South Bethany PD, Townsend PD, Wilmington PD, Wyoming PD, and Delaware State Police.

| HOURS WORKED | PATROLS | IMPAIRED DRIVING ARRESTS | OTHER ARRESTS/ E-WARNINGS | TOTAL ARRESTS/ E-WARNINGS |
|--------------|---------|--------------------------|---------------------------|---------------------------|
| 837.5 | 140 | 22 | 1,214 | 1,236 |



SUMMER DUI PATROLS

PROJECT CODE: ACAD22-05

PROJECT DESCRIPTION: OHS provided funding for statewide patrols throughout July to minimize impaired driving during the summer months. In recent years, summer months have trended highest for fatalities and serious injuries. Funds were provided for six-hour patrols from July 15 – August 6, 2022, between 7:00 p.m. - 3:00 a.m. Funding was based on an analysis of crash data and distributed to agencies deemed to be most appropriate.

PARTICIPATING AGENCIES: Bethany Beach PD, Clayton PD, Dagsboro PD, Delmar PD, Dover PD, Elsmere PD, Fenwick Island PD, Georgetown PD, Harrington PD, Laurel PD, Milford PD, New Castle City PD, New Castle County Div. of Police, Newark PD, Ocean View PD, Rehoboth Beach PD, Seaford PD, Smyrna PD, Selbyville PD, Wilmington PD, Wyoming PD, and Delaware State Police.

| HOURS WORKED | CHECKPOINTS | IMPAIRED DRIVING ARRESTS | OTHER ARRESTS/ E-WARNINGS | TOTAL ARRESTS/ E-WARNINGS |
|--------------|-------------|--------------------------|---------------------------|---------------------------|
| 388.5 | 65 | 21 | 576 | 597 |

DRIVE SOBER OR GET PULLED OVER

PROJECT CODE: ACAC22-06

PROJECT DESCRIPTION: OHS provided funding for statewide DUI patrols during the national Drive Sober or Get Pulled Over campaign. Funds were provided between August 19 – September 5, 2022. Patrols were between 7:00 p.m. - 3:00 a.m. Funding was based on an analysis of crash data and distributed to agencies deemed to be most appropriate.

PARTICIPATING AGENCIES: Bethany Beach PD, Blades PD, Camden PD, Clayton PD, Dagsboro PD, Delmar PD, Dover PD, Elsmere PD, Felton PD, Georgetown PD, Harrington PD, Middletown PD, Milford PD, Milton PD, New Castle City PD, Newark PD, Newport PD, Rehoboth Beach PD, Seaford PD, Selbyville PD, Smyrna PD, Wilmington PD, and Delaware State Police.

| HOURS WORKED | PATROLS | IMPAIRED DRIVING ARRESTS | OTHER ARRESTS/ E-WARNINGS | TOTAL ARRESTS/ E-WARNINGS |
|--------------|---------|--------------------------|---------------------------|---------------------------|
| 529 | 90 | 16 | 768 | 784 |



ANTICIPATED PROJECTS

PROJECT CODE: EAAC22-01, EAAD22-01, DABD22-01, DABE22-01, EAAZ22-01

PROJECT DESCRIPTION: OHS uses a project proposal method to receive funding requests throughout the fiscal year. These requests are typically funded by Section 402 money, but due to the number of impaired driving-related requests received, some additional funding is appropriate to ensure critical impaired driving projects have the opportunity for implementation. These project lines are a holding place for the funds until new projects are created, and the funds are moved. Therefore, no funds were spent from any of these projects in FY 2022.

DRUG RECOGNITION EXPERT PROGRAM

PROJECT CODE: ADAC22-01

PROJECT DESCRIPTION: During FY 2022, Lt. Andrew Rubin of the Newark Police Department served as the Delaware Drug Recognition Expert (DRE) Coordinator helping promote exceptional growth of this program. Andrew was assisted by Cpl./3 Roy Bryant of the Delaware State Police. Andrew and Roy have enthusiastically taken on the role working to involve DREs in more Drugged Driving evaluations and arrests.

In FY 2022, Delaware had 52 DREs and conducted 158 enforcement evaluations. To help further grow the DRE program, emphasis was placed on getting officers who may be interested in becoming DREs trained in ARIDE and to train additional DREs to become DRE instructors to assist with future DRE Schools.

A DRE Certification Course was held in October 2021 in Newark, DE to certify an additional eight officers as Drug Recognition Experts. The students completed 114 certification evaluations conducted in Kensington, PA. In June 2022, OHS hosted an eight hour DRE in-service training. This in-service allowed for all DREs to receive program updates relevant to DREs and training related to the prosecution of a drug impaired driver. Additionally, OHS provided funding for DREs to attend the annual IACP-DUID Conference in San Antonio, TX. OHS continued the licensing agreement with ITSMR for the necessary reporting software for 50 DREs.

OHS funds overtime for a DRE officer that responds to a call out. This allows DREs from across the state to assist other agencies that may not be a part of their jurisdiction. Additional efforts have focused on educating law enforcement across the state about the DRE program and encouraging officers to call for a DRE when drug-impaired driving is suspected. DREs support other training as needed, acting as impaired driving course instructors for law enforcement other professionals. In August 2022, DREs led a DITEP (Drug Impaired Training for Education Professionals) course in partnership with the Delaware Department of Education for Driver's Education teachers.

IMPAIRED DRIVING ENFORCEMENT EQUIPMENT

PROJECT CODES: EAQB22-01, ENEQ22-01

PROJECT DESCRIPTION: In FY 2022, OHS funded and supplied law enforcement agencies statewide with necessary pieces of impaired driving enforcement equipment. This included blood collection kits which were purchased and distributed by the Delaware State Police Crime Lab and additional blood collection vials which were purchased so that a second tube of blood can be collected for additional testing if necessary. OHS continued funding the purchase of dry gas cylinder tanks used for the calibration of PBTs as well as PBTs for law enforcement statewide that receive project funding for impaired driving mobilizations.



DUI COURT

PROJECT CODES: ECAC22-01

PROJECT DESCRIPTION: Joining the previously established DUI Courts in Kent and New Castle Counties, the Sussex County DUI Court began in August 2020. During FY2022, OHS provided funding for casual/seasonal administrative DUI Court Coordinators for the Sussex County DUI Court. This year marked the second of a three-year agreement for funding to be provided for the Sussex County DUI Court Coordinator. Additionally, OHS provided funding to all three courts for the use of the RANT Assessment tool. This tool provides guidance to the courts on both acceptance of a participant and which curriculum track they should follow while involved in the court.

DUI COURT ALCOHOL MONITORING DEVICE

PROJECT CODE: TADE22-01

PROJECT DESCRIPTION: In support of the DUI Court project, OHS agreed to fund alcohol monitoring devices needed for the DUI Court participants. SL3 units are used for specific sentenced offenders to provide alcohol monitoring for a minimum of 90 days. On average, 25-35 offenders were involved in the testing program, with zero positive results for alcohol in FY 2022.

ALCOHOL-IMPAIRED DRIVING TRAVEL/TRAINING

PROJECT CODES: AATS22-01, EDAH22-01

PROJECT DESCRIPTION: In FY 2022, OHS supported multiple training initiatives by providing manuals and training supplies. These training initiatives included SFST full courses held within police academies in Delaware; and SFST refresher courses held at the State Police Academy and local police departments across Delaware. OHS also provided ARIDE training manuals, as needed.

IMPAIRED DRIVING STRATEGIC PLAN UPDATE

PROJECT CODES: IDSP22-01

PROJECT DESCRIPTION: OHS worked with Whitman Requardt & Associates (WRA) on updating the Impaired Driving Strategic Plan. Due to qualifying as a low range state for FY 2023, this plan was not needed for the FY 2023 Highway Safety Plan. However, due to the increases in crashes and injuries involving impaired driving, OHS continued to develop this plan. Multiple emphasis area teams were established to create strategic plans and goals for the next three years. The plan was completed and approved by the Statewide Impaired Driving Prevention Task Force in September 2022.



TRAFFIC SAFETY RESOURCE PROSECUTOR

PROJECT CODE: TSRD22-01

PROJECT DESCRIPTION: For fifteen years, the Traffic Safety Resource Prosecutor (TSRP) has brought agencies together to establish good working partnerships, create efficiencies, and establish long-term solutions to various prosecution and enforcement issues related to traffic safety. During FY 2022, Barzilai (Barzi) Axelrod continued to serve as Delaware's TSRP. Barzi keeps the Office of Highway Safety staff, law enforcement, and other partners current on relevant case law. He provides research and information for potential highway safety legislation, such as changes to Delaware's impaired driving and related laws. He also provided training on a variety of traffic safety-related topics to law enforcement and prosecutors. In addition to carrying a full motor vehicle fatality caseload for prosecution, Barzi serves as the lead prosecutor for the New Castle County Court of Common Pleas DUI Treatment Court. The TSRP team consists of the TSRP and two additional attorneys across the state to assist with vehicular assault and fatal cases, DUI investigations/prosecutions, the DUI Treatment Court and with training initiatives. In addition, two legal assistants are assigned to the team to assist with coordinating case materials and training materials.

In FY 2022, the TSRP team conducted or participated in the following:

- *Participated in the working group for the public Delaware Open Data Portal crash data dashboard that provides access to collision and other data for the State of Delaware.*
- *Participated in several committees and task forces, including DUI Court Steering Committee and Statewide Impaired Driving Prevention Taskforce*
- *Lead prosecutor for CCP DUI Treatment Court Program in New Castle County*
- *Participated in the National Center for DWI Courts Operational Tune-Up program for Delaware*
- *Participated in SFST, ARIDE, and DRE training*
- *Participated in NHTSA's Delaware State Pedestrian and Bicyclist Safety Program Assessment*
- *Taught DUI legal issues and updates at the Delaware State Police Academy, New Castle County Police Academy, Dover Police Academy, and Wilmington Police Academy*
- *Conducted Mock Trial testimony hearing with DSP Crime Lab Analyst for training purposes*
- *Assisted DE DMV with identifying legal updates to DE's Class D Driver Manual.*
- *Oversaw vehicular fatality and DUI prosecutions for the State*
- *Prosecuted a full caseload of motor vehicle fatality investigations*
- *Acted as an on-call resource for law enforcement officers investigating vehicular fatalities*
- *Provided in-house training to prosecutors about recurring issues in impaired driving cases*
- *Assisted prosecutors with drafting legal responses to traffic safety and DUI-related cases*
- *Continued to work with DSP Crime Lab on project logistics for the future implementation of Intoxilyzer 9000*
- *Continued to worked with law enforcement officers and DELJIS on additional rounds of reviews for statewide updated Impaired Driving Report template*
- *Attended and presented at Delaware OHS's Highway Safety Conference, along with the TSRPs from Washington D.C. and N.C.*
- *Continued to serve as a resource to fellow TSRPs on Delaware caselaw and practice*

SAFE ALCOHOL SERVICE TRAINING

PROJECT CODES: SERV22-01

PROJECT DESCRIPTION: OHS provided funds to the Delaware Restaurant Association for staff to update the overservice curriculum to incorporate new to-go service laws and provide two training sessions to servers. These projects involved creating a new training video, coordinating with the press, and soliciting speakers for the training sessions. The first training was held in May in Dewey Beach, DE to coordinate with the beginning of tourist season, where an estimated 170 people attended. The second training was held in September in Newark, DE to coincide with the University of Delaware fall semester. 60 people attended this training from various Newark restaurants and bars.

DRE/TRAINING COORDINATOR

PROJECT CODES: COOA22-01

PROJECT DESCRIPTION: OHS established a new internal position in FY 2022. The Training/Education Administrator I serves as the statewide DRE Coordinator and provides assistance to law enforcement agencies to promote impaired driving related training. This position was filled by Roy Bryant. In the DRE Coordinator role, this position approves DRE evaluation reports, assists DREs with field evaluations, and provides technical guidance to OHS staff. Roy also provided assistance as an instructor to multiple academies for SFST and ARIDE training.

HSP PROJECTS NOT IMPLEMENTED:

MEMORIAL DAY CHECKPOINT/DUI PATROLS

PROJECT CODE: ACAD22-02

PROJECT DESCRIPTION: This project was canceled due to lack of participation.

PARTICIPATING AGENCIES: N/A

JULY 4TH CHECKPOINT

PROJECT CODE: ACAD22-04

PROJECT DESCRIPTION: This project was canceled due to lack of participation.

PARTICIPATING AGENCIES: N/A

LABOR DAY CHECKPOINT

PROJECT CODE: ACAD22-07

PROJECT DESCRIPTION: This project was canceled due to lack of participation.

PARTICIPATING AGENCIES: N/A

ASSESSMENT OF STATE PROGRESS

Performance targets are measured based on a five-year average and based on alcohol-related driving fatalities only. The target for FY 2022, using a five-year moving average trend-line, is 30.1. As of November 30, 2022, the five-year average is 26. However, with many fatal crashes still pending, OHS will continue to closely monitor and analyze results. In FY 2023, Delaware qualified as a low range 405D state. However, due to the large increase in fatal crashes in 2022, and several investigations still pending, it is not currently known if this target will be achieved. Regardless of achieving this target for FY 2022, it should be noted that impaired driving crashes and injuries have been increasing over the last five years and cases received by the Delaware Division of Forensic Science specifically related to drug impaired driving has increased 71% between 2014 – 2021. OHS continues to monitor possible legalization of recreational marijuana and review the impacts of drug impaired driving.

In FY 2022, OHS continued to expand its efforts with the impaired driving program to reach citizens who have traditionally been underserved. Both the Drive Sober and Be Drug Aware webpages have been translated into Spanish and OHS provided translations to more traditional/social media advertisements. OHS continues plans to expand impaired driving efforts with new partnerships. In FY 2022, after high profile cases involving overservice, OHS partnered with the Division of Alcohol and Tobacco Enforcement and Delaware Restaurant Association to educate servers on updated post pandemic regulations and reinforce existing best practices.

OHS believes that the FY 2023-2025 Impaired Driving Prevention Strategic Plan supports the framework for reducing impaired driving-related injuries and fatalities on Delaware's roadways. Through the Impaired Driving Prevention Strategic Task Force, OHS will work with partners to implement the various strategies approved in the plan.





PROGRAM AREA | OCCUPANT PROTECTION



The Office of Highway Safety coordinated the following program initiatives in an effort to reach our occupant protection targets for FY 2022:

FITTING STATION COORDINATORS

PROJECT CODES: SALB22-01, SALC22-01

PROJECT DESCRIPTION: Since 2002, OHS has operated two to three child restraint fitting stations across the state where parents, guardians, grandparents, and caregivers can go for a free service to have their car seats checked for correct installation. OHS employs three Fitting Station Coordinators, who are certified Child Passenger Safety Technician-Instructors (CPSTs). OHS currently operates three fitting stations with various hours every week. These fitting stations are located at Wilmington DMV, Dover DMV, Delaware State Police Troop 4 in Georgetown, and Delaware State Police Troop 7 in Lewes, Delaware.

At the onset of the COVID-19 Public Health Emergency, the Fitting Stations were temporarily closed in March 2020 and remained closed until May 2021. OHS saw success with providing education to caregivers through virtual appointments during this time. When the reopening of in-person appointments began in May 2021, OHS continued to provide virtual appointments to caregivers to reach a wider audience. In FY 2022, OHS Fitting Station Coordinators checked 587 seats in-person and 26 seats via virtual appointments.

In addition, OHS Fitting Station Coordinators continued to provide education and outreach in both in-person and virtual formats as requested. These locations and events included: presentations for New Castle County Head Start – all locations; Bundles for Babies at Dover Air Force Base (virtual and in-person sessions); monthly training sessions with employees from the Division of Family Services (virtual and in-person sessions); monthly infant care classes at Bayhealth Kent/Sussex locations; virtual presentations for Westside Health, presented in both English and Spanish; and education tables for Safe Kids Delaware events. Additional outreach included information tables at local school activity days, National Night Out programs, and summer camp outreach.

OHS worked specifically with Harper’s Heart, a non-profit program geared towards supporting lower income mothers and families needing resources to support infants and small children. OHS provided education to participants at two events, along with a car seat check after the event. At the second event, OHS provided convertible car seats to 40 families. OHS partnered for the second year in a row with Christiana Hospital to conduct a car seat check for National Seat Check Saturday on their campus. In FY 2022, OHS was able to participate in 15 in-person seat checks, nine in New Castle County, four in Kent County and two in Sussex County.

A total of 174 seats were checked at the events over the course of 2022. With the OHS Fitting Station Coordinators and the Occupant Protection Program Manager becoming endorsed in Child Passenger Safety in School Buses at the Kidz in Motion Conference, they were able to provide education to Sussex County Head Start bus drivers and aides prior to the start of the school year.

In FY 2022, Delaware had approximately 82 certified technicians and five certified instructors. This number is a sizable increase from FY 2021's number of 52 and working back towards 2020's number of 92. This is due greatly to the commitment of OHS to provide as many courses as could be scheduled with a relatively small instructor team. As will be mentioned in the CPS Training section, Delaware held five CPST courses, covering locations statewide to encourage participation.

As a result of a grant that Delaware Health and Social Services (DHSS) received and their subsequent partnership with Delaware Safe Kids, OHS provided free installation of car seats to low-income families. The seats are provided by DHSS through their grant funds. Families in need are sent to OHS with a voucher for a car seat and OHS car seat technicians provide education and installation of the car seats. In FY 2022, OHS distributed and installed 29 of these seats to families in need. Families who didn't qualify for a seat via the Safe Kids program but still needed a car seat were provided a seat through OHS's car seat program. OHS distributed 21 seats through this program in FY 2022. With the temporary closure of the OHS Fitting Stations during FY 2020 due to the COVID-19 Public Health Emergency, and the re-opening during mid FY 2021, the number of seats distributed increased by more than double from FY 2021.

FITTING STATION SUPPLIES

PROJECT CODES: SUPA22-01, SUPB22-01, SUPC22-01

PROJECT DESCRIPTION: OHS purchased supplies to support the needs of the Fitting Station Coordinators and maintain the child passenger safety program. Supplies include items such as car seats, noodles, Latch manuals, training materials, educational materials, and other items as needed. OHS was able to split the cost of a large thermometer display with SafeKids Delaware. This item shows inside vehicle and outside temperatures and will be used in the coming year for events to conduct education regarding heatstroke awareness. OHS also purchased a small, enclosed trailer to store car seats and additional supplies needed for CPST courses. This equipment has made setting up for courses much easier and allows the instructor team to have access to many different types of seats as needed.



HARNESING EDUCATION FOR DFS EMPLOYEES

No funds were used from SUPC22-01.

OCCUPANT PROTECTION / CPS TRAINING INITIATIVES

PROJECT CODES: TRAA22-01, TRAB22-01, TRAC22-01

PROJECT DESCRIPTION: OHS planned to support three Child Passenger Safety courses in FY 2022, and fortunately were able to exceed that goal by holding five courses. Of those five courses, one was held in New Castle County, two in Kent County and two in Sussex County. Costs were limited for these courses – with state (free of charge) locations utilized and water/snacks provided by SafeKids Delaware.

Eighteen Troopers from the Delaware State Police were funded to complete the Child Passenger Safety Technician course. OHS funded projects with Delaware State Police to receive funding to re-certify four Troopers as CPSTs. The Occupant Protection Program Manager (a CPST) was funded to certify as a CPST Instructor, which increased the instructor team to five. There are two additional current CPSTs who are interested in becoming Instructors, with those certifications planned for FY 2023.



LITTLE SCHOOL OUTREACH FOR CAMPERS

Support of out of state travel and training returned to pre-pandemic levels. OHS supported its two Fitting Station Coordinators (both CPST Instructors), the Occupant Protection Program Manager (a CPST Instructor) and one Delaware State Trooper (a CPST Instructor) to attend the Kidz in Motion Conference in Orlando, Florida. All four of those attendees completed the coursework for Car Seat Safety in School Buses and now show that endorsement as part of their CPST/I account. In addition, the Kent County Fitting Station Coordinator completed the Hybrid Instructor training and is now endorsed as a Hybrid Instructor for CPST courses. Additional training attended virtually included the Minnesota TZD Virtual Conference, Buckle Up for Love Tech Update and monthly CPS Board State Contact meetings/webinars.

OHS sponsored a virtual CPS Tech Update Meeting in March 2022 (offered at two times) – which gave technicians in attendance CEUS to use towards their renewal credits. There were eight attendees for these meetings. OHS plans to hold additional meetings in FY 2023 and hopes to return to in-person meetings, where attendance is higher.

No funds were used from TRAC22-01.

SEAT BELT SURVEY

PROJECT CODES: SRVC22-01, SRVD22-01, SRVE22-01

PROJECT DESCRIPTION: OHS was at the end of the five-year cycle for utilizing the same site locations per the NHTSA survey guidelines. OHS worked with the University of Delaware to choose new site locations and hired a retired law enforcement officer (also a regular seat belt surveyor) to physically visit each of the 48 sites to confirm viability. OHS utilized six retired law enforcement officers to conduct the observational surveys at 48 selected sites, while The University of Delaware assisted OHS with the data analysis. OHS worked to update the seat belt survey recording method with the Delaware Department of Technology & Information (DTI) to utilize an in-house program for recording the survey results. Based on the analysis from the Statewide Observational Seat Belt Use Survey conducted in June 2022, Delaware's estimated seat belt use rate is currently 90.4%. This information will be submitted to NHTSA to be verified by NCSA. According to the National Occupant Protection Use Survey (NOPUS), the national seat belt use rate is 90.3% in 2020. Thus, for the eighteenth year in a row, Delaware's seat belt use rate has exceeded the national use rate.

CLICK IT OR TICKET

PROJECT CODES: CIEA22-01, CIEB22-01, CIEC22-01

PROJECT DESCRIPTION: The May/June 2022 campaign was a return to the traditional schedule for the Click It or Ticket campaign from the prior year, with the Seat Belt Usage Survey following the enforcement. The campaign was conducted from May 20 – June 5, 2022 with participation from 36 law enforcement agencies and the Delaware State Police. Officers worked a four-hour patrol between 11:00 a.m. - 3:00 a.m. with an emphasis on nighttime seat belt enforcement. High-visibility enforcement, coupled with educational efforts, reached Delaware motorists to increase seat belt compliance. Delaware participated in the NHTSA Border to Border activities with surrounding State law enforcement partners. Selected agencies in each county were given additional shifts to be conducted on May 23, 2022 (3:00 p.m. - 7:00 p.m.). Officers conducted evening enforcement and patrolled the state borders for seat belt violations to kick off the CIOT campaign. Please note the Border to Border citation numbers are included in the chart below. The campaign was funded entirely from 405b.



PARTICIPATING AGENCIES FOR BOTH CAMPAIGNS: Bethany Beach PD, Blades PD, Bridgeville PD, Camden PD, Cheswold PD, Clayton PD, Dagsboro PD, Delaware City PD, Delmar PD, Dewey Beach PD, Dover PD, Ellendale PD, Elsmere PD, Felton PD, Fenwick Island PD, Georgetown PD, Greenwood PD, Harrington PD, Laurel PD, Middletown PD, Milford PD, Millsboro PD, Milton PD, New Castle County Div. of Police, Newark PD, Newport PD, Ocean View PD, Rehoboth Beach PD, Seaford PD, Selbyville PD, Smyrna PD, South Bethany PD, University of Delaware PD, Wilmington PD, Wyoming PD and Delaware State Police.

| TOTAL HOURS | TOTAL PATROLS | SEAT BELT ARRESTS | CHILD RESTRAINT ARRESTS | OTHER ARRESTS/ E-WARNINGS | TOTAL ARRESTS/ E-WARNINGS |
|-------------|---------------|-------------------|-------------------------|---------------------------|---------------------------|
| 967 | 242 | 572 | 14 | 1,101 | 1,687 |

CLICK4LIFE MIDDLE SCHOOL PROJECT WITH SMART DRIVE/DELAWARE SAFETY COUNCIL

PROJECT CODES: CLMS22-01

PROJECT DESCRIPTION: This campaign was an inaugural expansion of the SmartDrive Click4Life Campaign into Middle Schools. The campaign historically focused on teens in high school settings, not just those recently eligible to drive or those who have their driver’s license. Students are asked to sign up at their school as well as personally take the Pledge to Click4Life confirming their understanding of the importance of buckling up to save lives.

OHS supported costs for design and printing of materials in expanding the Click4Life Campaign to reach middle school students in the state of Delaware. The campaign kicked-off in September right after the tweens are back in the cars, vans and SUVs traveling to and from school and after school activities. SmartDrive worked with 12 schools throughout the state for the inaugural year. Next year, SmartDrive plans to increase their active engagements.



Expanding the campaign allowed them to introduce themselves and share the efforts with school administration with the goal of keeping middle school students safe by using their seat belt in vehicles driven by their parents or older siblings. Schools with students of this age are more guarded and protective of accessing their student body. It opened up the lines of communication in new schools and was a productive exercise for introducing what they do in high schools into the middle schools. In the conversations and communications with the schools, SmartDrive suggested that the campaign materials be displayed in the office where parents and teachers have access, in the libraries where the students and teachers have access, and in the gym/auditoriums with a broad reaching audience.

While Occupant Safety percentages still have a way to go to catch up in the seat belt restraint category, reinforcing the importance of the seat belt use by Tweens as an occupant will translate as a learned habit before they drive.

ANTICIPATED PROJECTS

PROJECT CODES: ANTC22-01

PROJECT DESCRIPTION: This project code was established when additional funds were received after the approval of the FY 2022 Highway Safety Plan. Funds from this project can be used to support projects proposed by highway safety partners, based on data-driven needs.

No funds were spent from this line in FY 2022.

ASSESSMENT OF STATE PROGRESS

Performance targets are measured based on a five-year moving average (2018-2022). The targets for this year include the following:

- *To maintain statewide seat belt compliance from the five-year average use rate of 92% by December 31, 2022.*

OHS is using the 2021 observed Seat Belt Usage Rate of 92.6% for 2022.

- *The second target was to complete CY 2022 with a five-year average of 28.9 unrestrained passenger fatalities. The five-year average is 92.2%.*

As of November 30, 2022, the five-year average is 32.6 unrestrained fatalities, which currently does not meet our target for unrestrained fatalities. OHS continues to place a high priority on occupant protection projects.

The projects funded in FY 2022 supported Delaware's continued designation as a high belt use state that exceeds the national average. OHS will continue high-visibility enforcement, paid media efforts, and other data-driven projects focused on increased belt use among the high-risk population, to meet our target for unrestrained passenger fatalities and seat belt compliance in the future.



OUTREACH AT NURSES ON THE RUN 5K



PROGRAM AREA | DISTRACTED DRIVING

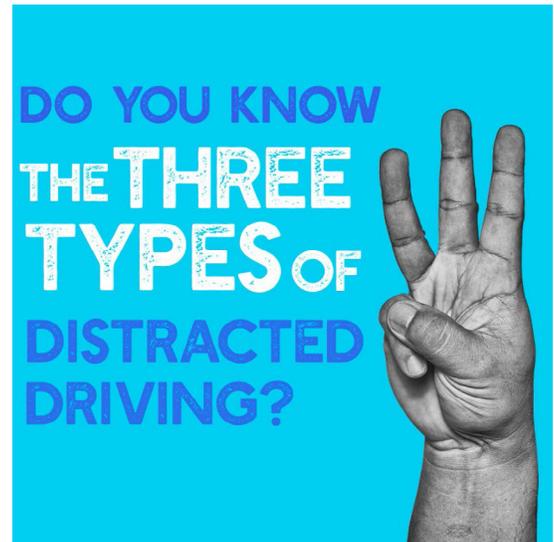


The Office of Highway Safety coordinated the following programming initiatives to reach our distracted driving safety targets for FY 2022:

APRIL DISTRACTED DRIVING ENFORCEMENT

PROJECT CODE: OHDA22-01

PROJECT DESCRIPTION: OHS supported Distracted Driving specific enforcement in the month of April in support of National Distracted Driving month. OHS encouraged team patrols and additional shifts for officers to cite and educate the public about distracted driving. Paid media efforts were increased as well during this period. This enforcement took place April 1 – April 29, 2022. Officers worked in 4-hour shifts from 7:00 a.m. – 7:00 p.m. OHS also supported within this enforcement the national Connect 2 Disconnect initiative, which took place on April 7, 2022 from 3:00 p.m. – 7:00 p.m. Four agencies participated in this initiative and wrote 17 citations related to Distracted Driving. In addition, OHS provided funding of the Delaware State Police’s program “Drive to Safe Lives”. This specialized enforcement focuses on the I-95 corridor and has participation from states from Florida to Maine and took place April 8 – April 9, 2022. Ten agencies participated and wrote 74 citations in support of Distracted Driving.



PARTICIPATING AGENCIES: Bethany Beach PD, Bridgeville PD, Camden PD, Cheswold PD, Clayton PD, Dagsboro PD, Delaware City PD, Delmar PD, Dewey Beach PD, Dover PD, Ellendale PD, Elsmere PD, Fenwick Island PD, Georgetown PD, Greenwood PD, Harrington PD, Laurel PD, Middletown PD, Milford PD, Millsboro PD, Milton PD, New Castle City PD, New Castle County Div. of Police, Newark PD, Newport PD, Ocean View PD, Rehoboth Beach PD, Seaford PD, Selbyville PD, Smyrna PD, South Bethany PD, University of Delaware PD, Wilmington PD, Wyoming PD, Delaware State Police.

| HOURS WORKED | PATROLS | CELL PHONE ARRESTS | OTHER ARRESTS / E-WARNINGS | TOTAL ARRESTS / E-WARNINGS |
|--------------|---------|--------------------|----------------------------|----------------------------|
| 839 | 204 | 367 | 1,079 | 1,446 |

ASSESSMENT OF STATE PROGRESS

The target for FY 2022 was to complete CY 2022 with a five-year average of 43.2 distracted related fatalities and serious injuries. As of November 30, 2022, the target has been met with a five-year average of 35.4 crashes. Distracted driving has become one of law enforcement’s most high-profile violations. The increase in overall enforcement of Delaware’s cell phone law has made officers more vigilant in determining cell phone use or involvement in motor vehicle crashes. OHS will continue distracted driving education and will continue to fund distracted driving enforcement and will target the locations, months, days of the week, and times of the day for when distracted driving crashes are prevalent.

**THERE'S MORE THAN ONE WAY TO
DRIVE BUZZED**

You don't drive drunk. Don't drive distracted.
Distracted driving is just as dangerous as drunk driving. Never drive distracted.
Always wear your seat belt. It's that simple.

 **BE ALERT
ARRIVE ALIVE DE**

[ArriveAliveDE.com/Be-Alert](https://www.ArriveAliveDE.com/Be-Alert)



PROGRAM AREA | SPEED MANAGEMENT



The Office of Highway Safety coordinated the following programming initiatives in an effort to reach our goal of reducing speed related crashes and fatalities for FY2022:

NOVEMBER SPEED ENFORCEMENT

PROJECT CODE: SPED22-01

PROJECT DESCRIPTION: OHS provided funding to state and municipal law enforcement agencies to enforce speed laws. Data analysis was completed to determine the correct time periods and locations for enforcement. The enforcement was used to combat speeding by drivers on Delaware roadways. The dates of the mobilization were October 30, 2021-November 14, 2021. Four-hour patrols occurred between 7 a.m. - 8 p.m. Data shows that crash frequency is greater between October-December.



PARTICIPATING AGENCIES: Blades PD, Camden PD, Clayton PD, Dagsboro PD, Delaware City PD, Dover PD, Elsmere PD, Georgetown PD, Middletown PD, New Castle City PD, New Castle County Div. of Police, Newark PD, Newport PD, Seaford PD, Selbyville PD, Wilmington PD, and Delaware State Police.

| HOURS WORKED | PATROLS | SPEED ARRESTS | OTHER ARRESTS /E-WARNINGS | TOTAL ARRESTS /E-WARNINGS |
|--------------|---------|---------------|---------------------------|---------------------------|
| 262.5 | 66 | 345 | 118 | 551 |

MARCH SPEED ENFORCEMENT

PROJECT CODE: MSPE22-01

PROJECT DESCRIPTION: OHS amended the FY2022 Highway Safety Plan to add an additional speed mobilization due to the increase in traffic fatalities. OHS provided funds to selected law enforcement agencies to participate in high visibility enforcement to enforce speed laws. Delaware saw a significant increase in fatal crashes with speed being a contributing factor. Speed is a factor in approximately one third of fatal crashes. This enforcement was held from March 19 - 27, 2022. Officers were allowed up to six-hour patrols, between 1 p.m. - 10 p.m. in coordination with higher fatal crash frequency in 2021 - 2022. Law Enforcement was asked to patrol main arterial roadways through their jurisdictions.

PARTICIPATING AGENCIES: Dover PD, Laurel PD, Middletown PD, Milford PD, New Castle County Div. of Police, and Delaware State Police.

| HOURS WORKED | PATROLS | SPEED ARRESTS | OTHER ARRESTS /E-WARNINGS | TOTAL ARRESTS /E-WARNINGS |
|--------------|---------|---------------|---------------------------|---------------------------|
| 328.5 | 54 | 408 | 136 | 660 |

MAY SPEED ENFORCEMENT

PROJECT CODE: SPED22-02

PROJECT DESCRIPTION: OHS provided funding to state and municipal law enforcement agencies to enforce speed laws. Data analysis was completed to determine the correct time periods and locations for enforcement. The enforcement was used to combat speeding by drivers on Delaware's roadways. The dates of the mobilization were May 1 - May 15, 2022. Four-hour patrols occurred between 7 a.m.-8 p.m. Data shows that May has a high occurrence of fatalities and crashes attributed to speed. In addition, the weekend of May 6 - May 8, 2022, Delaware State Police participated in the National Move Over/Slow Down weekend.

PARTICIPATING AGENCIES: Bridgeville PD, Clayton PD, Delmar PD, Dover PD, Elsmere PD, Georgetown PD, Middletown PD, Milford PD, New Castle City PD, New Castle County Div. of Police, Newark PD, Newport PD, Seaford PD, Smyrna PD, Wilmington PD, and Delaware State Police.

| HOURS WORKED | PATROLS | SPEED ARRESTS | OTHER ARRESTS /E-WARNINGS | TOTAL ARRESTS /E-WARNINGS |
|--------------|---------|---------------|---------------------------|---------------------------|
| 240 | 60 | 273 | 91 | 500 |

JUNE SPEED ENFORCEMENT

PROJECT CODE: SPED22-03

PROJECT DESCRIPTION: OHS provided funding to state and municipal law enforcement agencies to enforce speed laws. Data analysis was completed to determine the correct time periods and locations for enforcement. The enforcement was used to combat speeding by drivers on Delaware's roadways. The dates of the mobilization were June 12 - 25, 2022. Four-hour patrols occurred between 7 a.m. - 8 p.m. Data shows that June has a high occurrence of fatalities and crashes attributed to speed.

PARTICIPATING AGENCIES: Dover PD, New Castle County Div. of Police, Newark PD, Wilmington PD, and Delaware State Police.

| HOURS WORKED | PATROLS | SPEED ARRESTS | OTHER ARRESTS /E-WARNINGS | TOTAL ARRESTS /E-WARNINGS |
|--------------|---------|---------------|---------------------------|---------------------------|
| 164 | 41 | 242 | 93 | 405 |

JULY SPEED ENFORCEMENT

PROJECT CODE: SPED22-04

PROJECT DESCRIPTION: OHS provided funding to state and municipal law enforcement agencies to enforce speed laws. Data analysis was completed to determine the correct time periods and locations for enforcement. The enforcement was used to combat speeding by drivers on Delaware’s roadways. The dates of the mobilization were July 3 - 23, 2022. Four-hour patrols occurred between 7 a.m. – 8 p.m. Data shows that July has a high occurrence of fatalities and crashes attributed to speed.



PARTICIPATING AGENCIES: Bethany Beach PD, Dover PD, Elsmere PD, Georgetown PD, Greenwood PD, Harrington PD, Middletown PD, Milford PD, Milton PD, New Castle City PD, New Castle County Div. of Police, Newark PD, Newport PD, Ocean View PD, Seaford PD, Wyoming PD, and Delaware State Police.

| HOURS WORKED | PATROLS | SPEED ARRESTS | OTHER ARRESTS /E-WARNINGS | TOTAL ARRESTS /E-WARNINGS |
|--------------|---------|---------------|---------------------------|---------------------------|
| 145 | 36 | 359 | 141 | 599 |

SEPTEMBER SPEED ENFORCEMENT

PROJECT CODE: SPED22-05

PROJECT DESCRIPTION: OHS provided funding to state and municipal law enforcement agencies to enforce speed laws. Data analysis has been completed to determine the correct time periods and locations for enforcement. The enforcement was used to combat speeding by drivers on Delaware’s roadways and to support anticipated needs around the H20I weekend in Ocean City, MD. The dates of the mobilization were September 9 - 25, 2022. Four-hour patrols occurred between 7 a.m. - 8 p.m. September data shows a high level of fatalities and crashes during the month.

Any agency that received equipment was required to work overtime hours during this enforcement. OHS agreed to fund speed equipment for Newport PD (Traffic Data Recorder) and Seaford PD (Jamar Radar Box).

PARTICIPATING AGENCIES: Bethany Beach PD, Blades PD, Camden PD, Clayton PD, Dagsboro PD, Delaware City PD, Delmar PD, Dewey Beach PD, Dover PD, Ellendale PD, Elsmere PD, Felton PD, Fenwick Island PD, Georgetown PD, Greenwood PD, Harrington PD, Lewes PD, Middletown PD, Milford PD, Milton PD, New Castle City PD, New Castle County Div. of Police, Newark PD, Newport PD, Rehoboth PD, Seaford PD, Selbyville PD, Smyrna PD, Townsend PD, Wilmington PD, Wyoming PD, and Delaware State Police.

| HOURS WORKED | PATROLS | SPEED ARRESTS | OTHER ARRESTS /E-WARNINGS | TOTAL ARRESTS /E-WARNINGS |
|--------------|---------|---------------|---------------------------|---------------------------|
| 517.25 | 125 | 425 | 250 | 1,074 |

ASSESSMENT OF STATE PROGRESS

Performance targets are measured on a five-year average. The FY 2022 target was to achieve a five-year average of 32.1 speed related fatalities. As of November 30, 2022, the five-year average is 39 speed-related fatalities. Over the last 10 years, Delaware has consistently observed around one-third of fatal crashes involving speed. Using data driven information to reach our target audience, OHS will continue to fund speed enforcement and educational/outreach efforts that will focus on the locations and time periods to prevent speed related serious injuries and fatal crashes on Delaware roadways.





PROGRAM AREA | PEDESTRIAN SAFETY



The Office of Highway Safety coordinated the following programming initiatives to reach our pedestrian safety targets in FY 2022:

OCTOBER PEDESTRIAN ENFORCEMENT/EDUCATION OUTREACH

PROJECT CODE: OHPA22-01

PROJECT DESCRIPTION: OHS provided overtime funding to various law enforcement agencies to support enforcement, and education/outreach activities regarding pedestrian safety awareness on Delaware’s roadways. The mobilization dates were October 2 - 17, 2021. Mobilizations were held 5 p.m. - 2 a.m. (University of Delaware was permitted to extend project time to best fit their agency based on college campus activity) to focus on pedestrian awareness including pedestrians who may be walking at night while not being visible and/or under the influence of alcohol/drugs as well as motorists who maybe violating traffic laws when pedestrians are present. The mobilization ran in conjunction with NHTSA’s Pedestrian Awareness Month and based on the data is a high pedestrian crash/fatal month.

PARTICIPATING AGENCIES: Dover PD, Elsmere PD, New Castle County Div. Of Police, Newark PD, Seaford PD, University of Delaware PD, Wilmington PD, and Delaware State Police.

| HOURS WORKED | PATROLS/TEAM ENFORCEMENTS | PEDESTRIAN ARRESTS | PEDESTRIAN CONTACTS | OTHER ARRESTS | TOTAL ARRESTS/ CONTACTS |
|--------------|---------------------------|--------------------|---------------------|---------------|-------------------------|
| 348.5 | 90 | 0 | 646 | 44 | 871 |



SAFE FAMILY HOLIDAY PEDESTRIAN ENFORCEMENT/EDUCATION OUTREACH

PROJECT CODE: OHPA22-02

PROJECT DESCRIPTION: OHS provided overtime funding to various law enforcement agencies to support enforcement and education/outreach activities regarding pedestrian awareness on Delaware's roadways. The mobilization dates were November 27 - December 19, 2021. Four-hour patrols were conducted between 5 p.m. - 2 a.m. (University of Delaware was permitted to extend project time to best fit their agency based on college campus activity) to focus on pedestrian awareness including pedestrians who may be walking at night while not being visible and/or under the influence of alcohol/drugs as well as motorists who maybe violating traffic laws when pedestrians are present. This mobilization ran in conjunction with other Safe Family Holiday mobilizations during the winter holidays that have high crash/fatal numbers.

PARTICIPATING AGENCIES: Dover PD, Georgetown PD, Laurel PD, Middletown PD, New Castle County Div. of Police, Newark PD, Smyrna PD, University of Delaware PD, Wilmington PD, Delaware State Police.

| HOURS WORKED | PATROLS/TEAM ENFORCEMENTS | PEDESTRIAN ARRESTS | PEDESTRIAN CONTACTS | OTHER ARRESTS | TOTAL ARRESTS/CONTACTS |
|--------------|---------------------------|--------------------|---------------------|---------------|------------------------|
| 451.5 | 112 | 22 | 512 | 34 | 1,128 |

JANUARY PEDESTRIAN ENFORCEMENT/EDUCATION OUTREACH

PROJECT CODE: OHPA22-03

PROJECT DESCRIPTION: OHS provided overtime funding to various law enforcement agencies to support enforcement and education/outreach activities regarding pedestrian awareness on Delaware's roadways. The mobilization dates were January 16 - 30, 2022. Four-hour patrols were conducted between 5 p.m. - 2 a.m. to focus on pedestrian awareness including pedestrians who may be walking at night while not being visible and/or under the influence of alcohol/drugs as well as motorists who maybe violating traffic laws when pedestrians are present. The five-year data has shown an increase in fatalities/ crashes during January.

PARTICIPATING AGENCIES: Dover PD, Elsmere PD, Milford PD, New Castle County Div. Of Police, Newark PD, Wilmington PD, Delaware State Police.

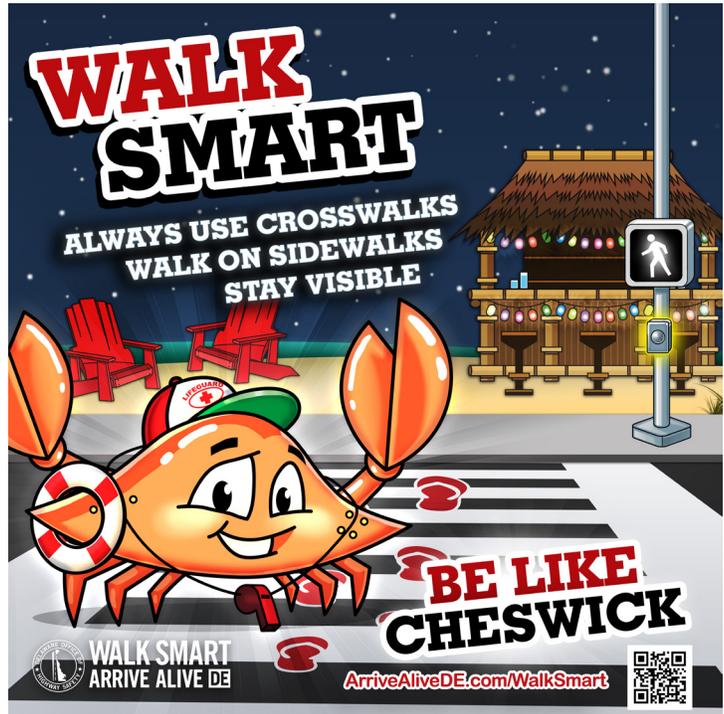
| HOURS WORKED | PATROLS/TEAM ENFORCEMENTS | PEDESTRIAN ARRESTS | PEDESTRIAN CONTACTS | OTHER ARRESTS | TOTAL ARRESTS/CONTACTS |
|--------------|---------------------------|--------------------|---------------------|---------------|------------------------|
| 181 | 44 | 7 | 351 | 82 | 548 |

SUMMER BEACH PEDESTRIAN ENFORCEMENT/EDUCATION OUTREACH

PROJECT CODES: OHPJ22-01

PROJECT DESCRIPTION: OHS provided overtime funding to various law enforcement agencies to support enforcement and education/outreach activities regarding pedestrian safety on Delaware’s roadways specific to the beach communities for officers to engage a large and constantly overturning tourist population. The mobilization ran from Memorial Day Weekend, May 28, 2022, through Labor Day Weekend, September 5, 2022. Four-hour patrols were conducted between 5 p.m. - 2 a.m. (Bethany Beach PD was permitted to extend project time to best fit their agency based on pedestrian activity in their jurisdiction) to focus on pedestrian awareness including pedestrians who may be walking at night while not being visible and/or under the influence of alcohol/drugs as well as motorists who maybe violating traffic laws when pedestrians are present.

PARTICIPATING AGENCIES: Bethany Beach PD, Dewey Beach PD, Fenwick Island PD, Lewes PD, Ocean View PD, Rehoboth Beach PD, South Bethany PD, Delaware State Police.



| HOURS WORKED | PATROLS/TEAM ENFORCEMENTS | PEDESTRIAN ARRESTS | PEDESTRIAN CONTACTS | OTHER ARRESTS | TOTAL ARRESTS/ CONTACTS |
|--------------|---------------------------|--------------------|---------------------|---------------|-------------------------|
| 433 | 105 | 0 | 7,190 | 15 | 7,194 |

JUNE PEDESTRIAN ENFORCEMENT/EDUCATION OUTREACH

PROJECT CODE: OHPI22-04, OHPJ22-02

PROJECT DESCRIPTION: OHS provided overtime funding to various law enforcement agencies to support enforcement and education/outreach activities regarding pedestrian behavior on Delaware’s roadways. The mobilization dates were June 5 - 26, 2022. Four-hour patrols were conducted between 5 p.m. - 2 a.m. to focus on pedestrian awareness including pedestrians who may be walking at night while not being visible and/or under the influence of alcohol/drugs as well as motorists who maybe violating traffic laws when pedestrians are present. The five-year data has shown that June has a high occurrence of fatalities/crashes.

PARTICIPATING AGENCIES: Dover PD, New Castle County Div. Of Police, Newark PD, Wilmington PD, Delaware State Police.

| HOURS WORKED | PATROLS/TEAM ENFORCEMENTS | PEDESTRIAN ARRESTS | PEDESTRIAN CONTACTS | OTHER ARRESTS | TOTAL ARRESTS/ CONTACTS |
|--------------|---------------------------|--------------------|---------------------|---------------|-------------------------|
| 160.5 | 40 | 9 | 404 | 57 | 614 |

AUGUST/SEPTEMBER PEDESTRIAN ENFORCEMENT/EDUCATION OUTREACH

PROJECT CODE: OHPI22-03

PROJECT DESCRIPTION: OHS provided overtime funding to various law enforcement agencies to support enforcement and education/outreach activities regarding pedestrian awareness on Delaware’s roadways. The mobilization dates were August 14 – September 18, 2022. Four-hour patrols were conducted between 5 p.m. - 2 a.m. (University of Delaware PD and Delaware City PD were permitted to extend project time to best fit their agency based on activity in their jurisdiction) to focus on pedestrian awareness including pedestrians who may be walking at night while not being visible and/or under the influence of alcohol/drugs as well as motorists who maybe violating traffic laws when pedestrians are present. The five-year data has shown this timeframe having a high occurrence of fatalities/crashes. This mobilization was spread over the last two weeks of August and the beginning two weeks of September as both months have a high incidence of crashes/fatalities.

PARTICIPATING AGENCIES: Delaware City PD, Dover PD, Elsmere PD, Georgetown PD, New Castle County Div. Of Police, Newark PD, Seaford PD, University of Delaware PD, Wilmington PD, Delaware State Police.

| HOURS WORKED | PATROLS/TEAM ENFORCEMENTS | PEDESTRIAN ARRESTS | PEDESTRIAN CONTACTS | OTHER ARRESTS | TOTAL ARRESTS/ CONTACTS |
|--------------|---------------------------|--------------------|---------------------|---------------|-------------------------|
| 449 | 152.5 | 7 | 536 | 153 | 1,280 |

HSP PROJECTS NOT IMPLEMENTED:

ANTICIPATED PROJECTS

PROJECT CODE: PEAT22-01

PROJECT DESCRIPTION: OHS sets aside funds for project proposals for non-motorized related applications through the year. No funds are spent from these project lines but rather reallocated to new projects when project proposals are approved.

ASSESSMENT OF STATE PROGRESS

The goal of FY 2022 is to finish CY 2022 with a five-year average of 274 pedestrian fatalities. As of November 30, 2022, the five-year average is 276. This currently does not meet the five-year target. CY 2022 saw no change in annual pedestrian fatalities thus far but remains consistent with pedestrian fatality data over the previous five years. OHS will continue to partner with various law enforcement agencies along high crash roadways to communicate with pedestrians on proper walking behaviors. OHS will continue to evaluate paid media efforts and research additional communication efforts. In addition, OHS will work to solicit new partners and non-profit groups to support grant funding for additional programs.

TAKE THE PLEDGE TO WALK BRIGHT.

Text **BRIGHT** to **99000** for your chance to win a \$100 Grotto gift card.

WALK SMART ARRIVE ALIVE DE **Grotto Pizza** the legendary taste

OHS has partnered with Grotto Pizza to help keep Delawareans safe while traveling on our roads.



PROGRAM AREA | MOTORCYCLE SAFETY



The Office of Highway Safety coordinated the following programming initiatives to reach our motorcyclist safety targets for FY 2022:

APRIL/MAY MOTORCYCLE ENFORCEMENT

PROJECT CODE: OHMA22-01

PROJECT DESCRIPTION: OHS provided funding to Delaware State Police and other local law enforcement agencies from April 23 – May 8, 2022, in cooperation with NHSTA's Motorcycle Awareness Month as well as the increase of riders being on Delaware Roadways. The enforcement focused on riders and motorists who violated Delaware code regarding traffic safety in all three counties of the State. No funds were used to support helmet checkpoints. four-hour patrols were conducted from 10 a.m. – 12 a.m.

PARTICIPATING AGENCIES: Clayton PD, Delaware City PD, Dover PD, Harrington PD, Middletown PD, Milford PD, Millsboro PD, New Castle City PD, New Castle County Div. of Police, Newark PD, Rehoboth PD, Seaford PD, Smyrna PD, Wilmington PD and Delaware State Police.



| HOURS WORKED | PATROLS | MOTORCYCLE ARRESTS | OTHER ARRESTS/ E-WARNINGS | TOTAL ARRESTS/ E-WARNINGS |
|--------------|---------|--------------------|------------------------------|------------------------------|
| 219 | 55 | 2 | 133 | 355 |

DELMARVA BIKE WEEK ENFORCEMENT

PROJECT CODE: OHMA22-02

PROJECT DESCRIPTION: OHS provided funding to the Delaware State Police and other local law enforcement agencies to conduct enforcement in association with Delmarva Bike Week (September 15 - 18, 2022). The enforcement focused on riders and motorists who violated Delaware code regarding traffic safety. No funds were used to support helmet checkpoints. Delmarva Bike Week is held in conjunction with Ocean City Bike Week yearly in September. Delaware sees a large increase in the number of motorcycles during this September weekend. 4-hour patrols were conducted from 10 a.m. – 12 a.m.

PARTICIPATING AGENCIES: Bethany PD, Dagsboro PD, Fenwick Island PD, Georgetown PD, Lewes PD, Milford PD, Rehoboth PD, and Delaware State Police.

| HOURS WORKED | PATROLS | MOTORCYCLE ARRESTS | OTHER ARRESTS/ E-WARNINGS | TOTAL ARRESTS/ E-WARNINGS |
|--------------|---------|--------------------|------------------------------|------------------------------|
| 159 | 40 | 0 | 124 | 312 |

ASSESSMENT OF STATE PROGRESS

The goal of FY 2022 is to finish CY 2022 with a five-year average (2018-2022) of 14.2 motorcycle crash fatalities. As of November 30, 2022, Delaware has had an unprecedented amount of motorcycle fatalities at 21 making the five-year average 19 thus not meeting the five-year average goal of 14.2. FY2022 also saw an increase in motorcycle passenger fatalities from one in 2021 to three in 2022.

The goal of FY 2022 is to finish CY 2022 with a five-year average (2018-2022) of 5.6 un-helmeted motorcyclist crash fatalities. As of November 30, 2022, Delaware has not met the five-year average goal for un-helmeted motorcyclist fatalities at 7.2. Using data driven information to reach our target audience, OHS will continue to fund motorcyclist safety enforcement and educational/outreach efforts that will focus on the locations and time periods to prevent motorcyclist serious injuries and fatal crashes on Delaware roadways.

GETTING BACK INTO RIDING?

HONE YOUR SKILLS BY TAKING A SAFETY COURSE.

WORDS to RIDE By

Whether you're returning to the sport or a new rider just starting out, understanding the importance of motorcycle safety could save your life. A safety course can teach you about:

- Road conditions and cautions
- Braking techniques
- Situational awareness
- Pre-ride safety checks
- Protective gear and clothing
- Being visible to others
- And much more

The Division of Motor Vehicles (DMV) offers motorcycle training courses for riders of all levels. Find them at [ArriveAliveDE.com/Respect-the-Ride](https://www.arrivealivede.com/Respect-the-Ride).

 **RESPECT YOUR RIDE
ARRIVE ALIVE DE**



PROGRAM AREA | TEEN DRIVER PROGRAMS



Delaware has one of the strongest Graduated Driver Licensing (GDL) laws in the nation, containing most of the recommended components including: a 1-year permit process starting at the age of 16-years-old; 50 hours of required supervised driving; night-time driving restrictions; passenger and cell phone use restrictions; and mandatory seat belt requirements. The GDL law was designed to give 16-year-olds who are first time driver's license applicants additional behind-the-wheel supervision beyond Driver Education classes to improve their driving skills, instill a sense of responsibility, sharpen their judgment, and promote more strict observance of the rules of the road.

The GDL law, which passed in 1998 and took effect in July 1999, increased the age at which a teenager could apply for a driving permit from the age of 15-years-old and 10-months to the age of 16-years-old.

Delaware has a Teen Driver Task Force, made up of partners from a variety of agencies: Delaware Division of Motor Vehicles, Delaware State Police, Delaware Department of Education, Delaware Driver Safety Education Association, SmartDrive Foundation, and Delaware Division of Alcohol & Tobacco Enforcement. This Task Force was coordinated in 2016 to update the Teen Driver Education Curriculum and has continued to meet to share ideas and establish programs in support of teen driver safety.

With the COVID-19 Public Health Emergency extended into FY 2022, this continued to limit traditional in-person programs that could be presented at the schools to teen drivers. OHS reached teen drivers as well as their parents and caregivers through paid media and social media. In addition, OHS offers the Graduated Driver's License (GDL) Parent Orientation Program online to educate sponsors of teen drivers about their responsibilities under the law.



The Office of Highway Safety coordinated the following programming initiatives in FY 2022:

See [Teen Driver Paid Media Section](#) for further details.

HSP PROJECTS NOT IMPLEMENTED:

TEEN DRIVER RESOURCES PROGRAM

PROJECT CODE: TDRP22-01, TDRZ22-01

PROJECT DESCRIPTION: OHS planned to support programming with the Delaware Department of Education to provide a guide with resources for Delaware High School Teachers and Staff to promote safe driving messaging, scholarship opportunities and peer-to-peer activities. While an outline of the program was completed, no implementation took place during FY 2022. There were some organizational changes within a partner agency, SmartDrive, which halted continued work on this project. It is hoped that progress can continue into FY 2023, but no funding was spent from this line.

ASSESSMENT OF STATE PROGRESS

The target for FY 2022 was to complete CY 2022 with a five-year average of drivers age 20-years-old or younger involved in fatal crashes at 12. As of November 30, 2022, the average crash total was 18, indicating the goal had not been met. OHS will continue to support funding data-driven programs aimed specifically for novice teen drivers to prepare them to drive with a focus on developing positive habits on the roadways. This will include supporting Driver's Education teachers in their mission to educate novice drivers about safe driving behaviors. To support achieving the target for FY 2023, OHS will update the Graduated Driver's License Parent Orientation Program to add more emphasis on parent/guardian involvement.



PROGRAM AREA | TRAFFIC RECORDS



Accurate, complete, and timely traffic safety data is the cornerstone of the state's highway safety program. Efforts are currently underway to make improvements and upgrades to existing records systems to ensure the data that is captured and used in resource allocation decision making is as accurate as possible. Problem identification remains a key function of the Office of Highway Safety. In order to ensure that the Federal funds received by the state of Delaware are allocated in an efficient and effective manner, it is critical to review as much highway safety data as possible to determine the types of crashes that are occurring, where and when they are occurring and who is our target audience. OHS has established short and long-term goals in association with the Traffic Records Coordinating Committee (TRCC):

SHORT-TERM PERFORMANCE GOALS

- Coordinate the planning and development of Section 405(c) application;
- Convene a Traffic Records Coordinating Committee (TRCC) with a multidisciplinary membership;
- Coordinate the Strategic Plan and approved projects with the TRCC;
- Require performance measures and performance targets that demonstrate quantitative improvements; and
- Ensure Traffic Records Assessments are completed within 5 years, including the recommendations and how each was addressed.

LONG-TERM PERFORMANCE GOAL

- Continue to support TRCC partners' efforts to upgrade existing traffic records systems and efforts to implement additional resources to further aid in accurate, timely, and complete data analysis.

The Office of Highway Safety coordinated the following initiatives to reach our traffic records goals for FY 2022:

TRCC STRATEGIC PLAN IMPLEMENTATION

PROJECT CODES: CACB22-01, CACC22-01, CACD22-01, CACE22-01

PROJECT DESCRIPTION: In FY 2022, OHS continued to implement the updated Traffic Safety Information System Strategic Plan and goals of the Traffic Records Coordinating Committee (TRCC). The plan outlines each of the 6 information systems' (crash, roadway, vehicle, driver, enforcement/adjudication, and injury surveillance) status, goals/objectives (if appropriate), and performance measures (if appropriate). As noted below, the Office of Highway Safety implemented programs to improve traffic records systems and our subsequent use of these systems to implement a comprehensive Highway Safety Plan (HSP). OHS worked with Whitman, Requardt & Associates to achieve these goals and complete the Traffic Records Assessment. Funds were not spent from CACD22-01 and CACE22-01.

E-CRASH QUALITY ASSESSMENT/CONTROL AND ENHANCEMENTS

PROJECT CODES: CABB22-01, CAB22-01, CABD21-01, CABE22-01

PROJECT DESCRIPTION: The State of Delaware implemented an Electronic Crash Reporting System (E-Crash) in December 2009 and in 2010, the TRCC approved a project proposed by DelJIS to implement a QA/QC process to ensure that the reports submitted by state, county and local law enforcement are indeed as accurate as possible. Both the TRCC, and OHS, continue to approve this project on a yearly basis. Funds were not spent from CABD22-01 and CABE22-01.

DATA ANALYST CONTRACT

PROJECT CODES: DATC22-01, DATD22-01, DATE22-01

PROJECT DESCRIPTION: The Data Analyst is responsible for the analysis of a variety of highway safety data sets and for the target setting process. The Analyst is a full-time member of the OHS staff and provides valuable data analysis information to the program managers to help identify priority areas, crash demographics, crash causation and crash location in order to prepare a comprehensive plan for the efficient use of Federal highway safety dollars. The Data Analyst position is provided for via a contract with Whitman, Requardt, & Associates. Funds were not spent from DATE22-01.

ANTICIPATED PROJECTS

PROJECT CODES: CBAC22-01, CBAD22-01, CBAE22-01, CBAX22-01

PROJECT DESCRIPTION: OHS sets aside funds for project proposals for traffic records related applications through the year. No funds are spent from these project lines but rather reallocated to new projects when project proposals are approved.

ASSESSMENT OF STATE PROGRESS

OHS continues to work with partners on the TRCC to investigate and solve traffic records issues. Through recently completed program assessments and strategic plan updates, a variety of possible projects have been identified. OHS is hopeful to initiate these improvements in FY 2023.



PROGRAM AREA | POLICE TRAFFIC SERVICES



The Office of Highway Safety coordinated the following programming initiatives to reach our targets for FY 2022:

LAW ENFORCEMENT LIAISON

PROJECT CODE: OHBL22-01, OHLZ22-01

PROJECT DESCRIPTION: Responsible for the coordination of law enforcement mobilizations throughout the grant year and organizing law enforcement training opportunities. The Law Enforcement Liaison encourages law enforcement leaders and officers to support the enforcement of traffic safety laws and engage in highway safety projects. In FY 2022, the Law Enforcement Liaison assisted with coordination of multiple training events including a formal grants training, the OHS Highway Safety Conference, etc.

FALL OCCUPANT PROTECTION/DISTRACTED ENFORCEMENT

PROJECT CODE: OHOS22-01

PROJECT DESCRIPTION: OHS combined enforcement for Occupant Protection and Distracted Driving for four mobilizations. Officers worked October 3 – 23, 2021 focusing on unrestrained/improperly restrained vehicle occupants and distracted driving violations. The four-hour enforcement blocks were scheduled between 11:00 a.m. and 12:00 a.m. as data indicates that crashes are consistent throughout the day. October trends as the highest month for Distracted Driving crashes in Delaware over a five-year average from 2017 – 2021. OHS also recognizes the increased likelihood of vehicle occupants being unbuckled during nighttime hours. This time frame allows officers to prioritize nighttime hours should they chose. In addition, OHS supported NHTSA Region 3's Operation Crash Reduction Initiative, held during Columbus Day Weekend (October 9 – 11, 2021). Five agencies worked patrols during this weekend and issued two Seat Belt citations and 12 Cell Phone citations.

PARTICIPATING AGENCIES: Bridgeville PD, Camden PD, Cheswold PD, Clayton PD, Dagsboro PD, Delaware City PD, Dewey Beach PD, Dover PD, Ellendale PD, Elsmere PD, Felton PD, Fenwick Island PD, Greenwood PD, Harrington PD, Laurel PD, Middletown PD, Milford PD, Millsboro PD, Milton PD, New Castle City PD, New Castle County Div. of Police, Newark PD, Newport PD, Ocean View PD, Rehoboth Beach PD, Seaford PD, Selbyville PD, Smyrna PD, South Bethany PD, University of Delaware PD, Wilmington PD, Delaware State Police.

| HOURS WORKED | PATROLS | CELL PHONE ARRESTS | SEAT BELT ARRESTS | CHILD PASSENGER SAFETY ARRESTS | OTHER ARRESTS /E-WARNINGS | TOTAL ARRESTS /E-WARNINGS |
|--------------|---------|--------------------|-------------------|--------------------------------|---------------------------|---------------------------|
| 463.5 | 116 | 154 | 154 | 5 | 517 | 830 |

SAFE FAMILY HOLIDAY OCCUPANT PROTECTION/DISTRACTED ENFORCEMENT

PROJECT CODE: OHOS22-02

PROJECT DESCRIPTION: OHS combined enforcement for Occupant Protection and Distracted Driving for four mobilizations. Officers worked this enforcement, as part of the Safe Family Holiday campaign, combining multiple priority areas with increased paid media and a safe holiday message. The mobilization took place from November 21, 2021 – December 17, 2021 between the hours of 11:00 a.m. and 12:00 a.m. The four-hour enforcement blocks were scheduled as data indicates that crashes are consistent throughout the day. OHS also recognizes the increased likelihood of vehicle occupants being unbuckled during nighttime hours. This time frame allows officers to prioritize nighttime hours should they chose.

PARTICIPATING AGENCIES: Bethany Beach PD, Bridgeville PD, Camden PD, Clayton PD, Dagsboro PD, Delaware City PD, Dover PD, Ellendale PD, Elsmere PD, Georgetown PD, Greenwood PD, Harrington PD, Laurel PD, Middletown PD, Milford PD, Millsboro PD, Milton PD, New Castle City PD, New Castle County Div. of Police, Newark PD, Newport PD, Rehoboth Beach PD, Seaford PD, Smyrna PD, Wilmington PD, Delaware State Police.

| HOURS WORKED | PATROLS | CELL PHONE ARRESTS | SEAT BELT ARRESTS | CHILD PASSENGER SAFETY ARRESTS | OTHER ARRESTS /E-WARNINGS | TOTAL ARRESTS /E-WARNINGS |
|--------------|---------|--------------------|-------------------|--------------------------------|---------------------------|---------------------------|
| 476.5 | 117 | 159 | 229 | 8 | 728 | 1,287 |

WINTER OCCUPANT PROTECTION/DISTRACTED ENFORCEMENT

PROJECT CODE: OHOS22-03

PROJECT DESCRIPTION: OHS combined enforcement for Occupant Protection and Distracted Driving for four mobilizations. This enforcement covered the winter months from February 6 – February 27, 2022. The four-hour enforcement blocks were scheduled as data indicates that crashes are consistent throughout the day. The enforcement hours were 11:00 a.m. to 12:00 a.m. OHS also recognizes the increased likelihood of vehicle occupants being unbuckled during nighttime hours. This timeframe allows officers to prioritize nighttime hours should they choose. This enforcement had the highest number of cell phone citations of the four combined Occupant Protection/Distracted Driving mobilizations.

PARTICIPATING AGENCIES: Bethany Beach PD, Bridgeville PD, Camden PD, Cheswold PD, Clayton PD, Dagsboro PD, Delaware City PD, Dewey Beach PD, Dover PD, Ellendale PD, Elsmere PD, Felton PD, Fenwick Island PD, Georgetown PD, Greenwood PD, Harrington PD, Laurel PD, Middletown PD, Milford PD, Millsboro PD, New Castle City PD, New Castle County Div. of Police, Newark PD, Newport PD, Ocean View PD, Rehoboth Beach PD, Seaford PD, Selbyville PD, Smyrna PD, South Bethany PD, University of Delaware PD, Wilmington PD, Wyoming PD, Delaware State Police.

| HOURS WORKED | PATROLS | CELL PHONE ARRESTS | SEAT BELT ARRESTS | CHILD PASSENGER SAFETY ARRESTS | OTHER ARRESTS /E-WARNINGS | TOTAL ARRESTS /E-WARNINGS |
|--------------|---------|--------------------|-------------------|--------------------------------|---------------------------|---------------------------|
| 698 | 192 | 221 | 168 | 8 | 768 | 1,165 |

SUMMER OCCUPANT PROTECTION/DISTRACTED ENFORCEMENT

PROJECT CODE: OHOS22-04

PROJECT DESCRIPTION: OHS combined enforcement for Occupant Protection and Distracted Driving for four mobilizations. Officers worked July 17 – August 13, 2022, supporting a time of year when more drivers are involved in unrestrained/distracted driving crashes due to summer travel. The four-hour enforcement blocks were scheduled between 11:00 a.m. to 12:00 a.m. OHS also recognizes the increased likelihood of vehicle occupants being unbuckled during nighttime hours. This timeframe allows officers to prioritize nighttime hours should they choose. Additional funding was granted to Harrington PD to support Distracted Driving enforcement during the Delaware State Fair, held July 22 – July 31. Thirty-one citations for cell phone violations were written during the State Fair.

PARTICIPATING AGENCIES: Bethany Beach PD, Blades PD, Camden PD, Clayton PD, Dagsboro PD, Delaware City PD, Delmar PD, Dewey Beach PD, Dover PD, Ellendale PD, Elsmere PD, Felton PD, Fenwick Island PD, Georgetown PD, Greenwood PD, Harrington PD, Laurel PD, Middletown PD, Milford PD, Milton PD, New Castle City PD, New Castle County Div. of Police, Newark PD, Newport PD, Ocean View PD, Rehoboth Beach PD, Seaford PD, Selbyville PD, Smyrna PD, University of Delaware PD, Wilmington PD, Wyoming PD, Delaware State Police.

| HOURS WORKED | PATROLS | CELL PHONE ARRESTS | SEAT BELT ARRESTS | CHILD PASSENGER SAFETY ARRESTS | OTHER ARRESTS /E-WARNINGS | TOTAL ARRESTS /E-WARNINGS |
|--------------|---------|--------------------|-------------------|--------------------------------|---------------------------|---------------------------|
| 749 | 186 | 246 | 199 | 9 | 795 | 1,249 |

MOTORCYCLIST COLLISION RECONSTRUCTION TRAINING

PROJECT CODE: CRUX22-01

PROJECT DESCRIPTION: OHS amended the FY2022 Highway Safety Plan to add an additional project that provided reimbursement funding to the Delaware State Police for course tuition and hotel costs for two Delaware State Police Collision Reconstruction Unit members to attend the Investigation of Motorcycle Crashes Level- 1 Course instructed by the Institute of Police Technology and Management, September 12, 2022 - September 16, 2022. The course benefited the CRU's within the Delaware State Police as there were no Detectives in Sussex County with this training and only one in Kent County. CRU members often assist with traffic fatal investigations statewide. Both participants successfully completed the course.

PARTICIPATING AGENCIES: Delaware State Police

PEDESTRIAN TRAINING

PROJECT CODE: PETR22-01

PROJECT DESCRIPTION: OHS amended the FY2022 Highway Safety Plan to add an additional project to provide funding for law enforcement agencies to send representatives to a one-day NHTSA Region 3 managed Train-the-Trainer course related to pedestrian safety. Funds were used to cover hotel costs for officers and others to attend. The training was May 19, 2022. Additionally, Department of Justice and OHS participated.

PARTICIPATING AGENCIES: Dover PD, Elsmere PD, Milford PD, Newark PD, Rehoboth PD, Wilmington PD, Delaware State Police

COLLISION RECONSTRUCTION UNIT (CRU) TRAINING: ADVANCED DATA RECORDER USE

PROJECT CODE: CRUS22-01

PROJECT DESCRIPTION: OHS provided funds for an officer from the Delaware State Police to register for an advanced level Data Recorder Use course. This training provided overall guidance for equipment use when investigating fatal crashes. Topics included, Understand the Relevant History of Event Data Recorders (EDR) and the Bosch® CDR Tool, learn common “Terms of Art” for EDR technology, load and activate the Bosch® CDR Tool software, use of the Bosch® CDR Tool Help File as a current and future resource, collect EDR data using the Bosch® CDR Tool, troubleshoot data collection issues, prevent spoliation of EDR data, and legal considerations.

OHS HIGHWAY SAFETY CONFERENCE

PROJECT CODE: OHBB22-01, OHBZ22-01

PROJECT DESCRIPTION: OHS hosted the first Highway Safety Conference in Delaware since 2017. The conference was located at the Hyatt Place in Dewey Beach, DE from September 27 - 29, 2022. The conference provided information and training to approximately 170 individuals representing all levels of law enforcement, state government officials, and other traffic safety professionals.

Session topics included several workshops relating to the State Strategic Highway Safety Plan, Speed Management, Evolving Vehicle Technology, Strategies for Protecting Young Drivers, Below 100, Traffic Safety Resource Prosecutor Workshop, Commercial Motor Vehicles, Pedestrian Safety, and the Safe System Approach. Speakers included several experts from Delaware. Many national experts presented including, Bob Kazmierzak, AAA; Michael Lewis, Sheriff – Wicomico County; Pam Fisher, GHSA; Joanne Thomka, Director – National Traffic Law Center, Melissa Shear, TSRP – District of Columbia; Sarah Garner, TSRP – North Carolina; Philip Strom, Federal Motor Carrier Safety Administration; Brett Railey, Chief (Ret.) – Public Safety Consultation, among others.

OHS recognized the contributions of law enforcement and other traffic safety partners through an awards recognition luncheon. Additionally, OHS conducted a post-conference survey of attendees to assist with planning efforts for the next Highway Safety Conference.





PROGRAM AREA | PAID MEDIA & COMMUNICATIONS PROGRAM



The Office of Highway Safety coordinated the following Paid Media and Communications initiatives to reach our targets for FY 2022:

IMPAIRED DRIVING - ALCOHOL AND DRUG EDUCATION

PROJECT CODES: DAPN22-01, DAPO22-01, EAPN22-01, EAPM22-01, EAP022-01, DRUA22-01, DRUB22-01

PROJECT DESCRIPTION: The Delaware Office of Highway Safety (OHS) coordinated education and outreach campaigns coinciding with impaired driving enforcement and programming initiatives throughout FY 2022. OHS developed an impaired driving awareness strategy including traditional and digital paid media, social media (organic and paid), video and radio spots, and additional efforts summarized below.

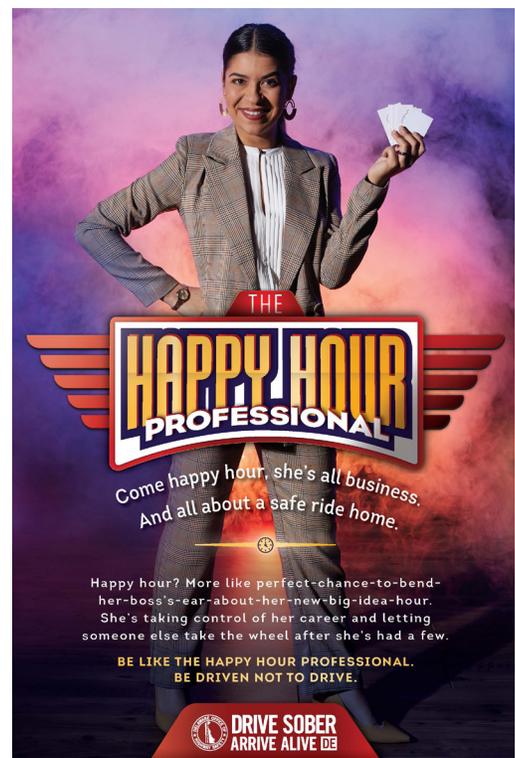
FY 2022 IMPAIRED DRIVING IMPAIRMENT AWARENESS EFFORTS (ALCOHOL-FOCUSED):

In FY 2020, OHS created the alcohol-focused impaired driving prevention Righteous Riders media campaign encompassing sober driving awareness promotion and continued using this campaign throughout FY 2022.

These heroic drivers use their abilities to know their limits and strengths to steer away from danger. They protect others. They pass the keys. They plan a ride, and they are driven not to drive.

The **Righteous Riders** impaired driving media plan campaign assets included:

- Clear Channel Outdoor Eco Posters and Billboards
- Hero Network – Restaurant Video Spots
- All Points Media – Posters & Mirror Clings
- All Over Media – Liquor Store Floor Clings & Ice Box Wraps
- Comcast Cable Statewide
- Network TV
- Cinema – Theater Ads
- Terrestrial Radio



- Hispanic Publications – Hoy en Delaware, El Tiempo Hispano, & Delaware Hispano
- Digital Tactics – AdTheorent, Hulu, Glassview, Facebook/Instagram/Audience Network, Spotify, Pandora, Snapchat, and TikTok

In addition to paid and digital media campaign tactics, OHS utilized social media campaigns, ArriveAliveDE.com website education, and public outreach to distribute impaired driving awareness messaging through diverse channels.

SOCIAL MEDIA:

OHS developed contemporary and innovative social media campaigns for the primary road safety topic priority areas as outlined in the FY 2022 enforcement calendar. Campaigns were activated across Facebook, Instagram, Twitter and TikTok, including value offerings (stories, games, filters, etc.) where budgets allowed.

Social media activation strategies included the addition of optimized tactics for some campaigns to broaden the reach of key safety messages to target safety content to areas where behaviors are most prevalent and to enhance relevance through borrowed interest approaches. These objectives can be met through boosting and paid promotions, geotagging platform customization and opportunistic campaigns. Each baseline social media campaign coincided with an enforcement period and included campaign strategy, creative development of campaign concept, post development and launch, engagement management and project management for all behavior-specific posts.



Optimized budget social media campaigns included the baseline social media campaign offerings plus these activation efforts:

- Boosting/paid promotions across Facebook, Instagram and Twitter
- Strategy, recommendation and execution of campaign location tagging to focus messaging with crash data and residence (home) data based on where fatalities/injuries occur most frequently and where those involved originated from in terms of their home location

SOBERLIFT RIDESHARING PROGRAM PARTNERSHIP WITH LYFT:

In partnership with the rideshare company Lyft®, OHS provided a limited number of \$20 Lyft code vouchers in FY 2022. Codes were advertised for specified periods via paid, digital, social and earned media. All discount codes used were funded through donations from various safety and corporate partners throughout Delaware. OHS funding was used for public relations to support this effort. The Delaware Alcohol and Tobacco Enforcement (DATE) division and the Delaware Restaurant Association partnered with OHS to distribute promotional materials, in coordination with DATE officers visiting proprietary business owners for inspections and education.

SOBERLIFT OUTREACH:

- Social Media and Digital Advertisements.
- SoberLift Ridesharing Program Awareness Street Teams, table tents, and sandwich boards.
- Established 26 partnerships with bars and restaurants throughout Delaware that displayed table tents and posters on behalf of OHS for the SoberLift promotional period.
- 110 SoberLift codes were redeemed, and 154 new users signed up for the text alert message system.

GOING FOURTH TO CELEBRATE?

During this Fourth of July holiday, the Delaware Office of Highway Safety and Lyft are making sure you get home safely. Text SoberLift to 99000 to get a \$15 discount code.*

*The number of codes, available nightly from 7:00 p.m. to 2:00 a.m. beginning Thursday, July 1 through Monday, July 5, will be limited. One code/use per Lyft account.

DELAWARE OFFICE OF HIGHWAY SAFETY

SOBERLIFT
ARRIVE ALIVE WITH DISCOUNTED RIDES

SOBERLIFT SOCIAL MEDIA OUTREACH:

The SoberLift social media post amassed 20,810 impressions. OHS developed 100 alcohol-focused impaired driving awareness social media posts across six scheduled enforcements in FY 2022, capitalizing on how the office can use interactive and innovative approaches to help drivers make the responsible decision to avoid getting behind the wheel while under the influence of alcohol.

The *Rock, Paper, Scissors* video had the highest engagement rate on Instagram.

Here's a brilliant idea for the 4th...

Plan a sober ride.

SAFE SUMMER ROADS '22

DELAWARE OFFICE OF HIGHWAY SAFETY

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IMPAIRED AWARENESS PUBLIC EDUCATION EVENTS & OUTREACH:

DELAWARE BEER, WINE, AND SPIRITS FESTIVAL

OHS Street Teams hosted a table at the Delaware Beer, Wine, and Spirits Festival held at the Delaware Agricultural Museum. The event is a long-standing Kent County tradition and the only statewide festival of its kind. With alcohol being a principal component of this event, we wanted attendees to drink responsibly and have a plan for a sober ride home.

The Delaware Beer, Wine, and Spirits Festival allowed our street teams to engage with about 80% of the estimated crowd of 200 attendees. The trivia wheel and DUI goggles enabled our street teams to engage with people and to stress the serious consequences of driving impaired, while positively encouraging safe practices like having a plan for the night before heading out, assigning a designated driver, or using a ride-share service.

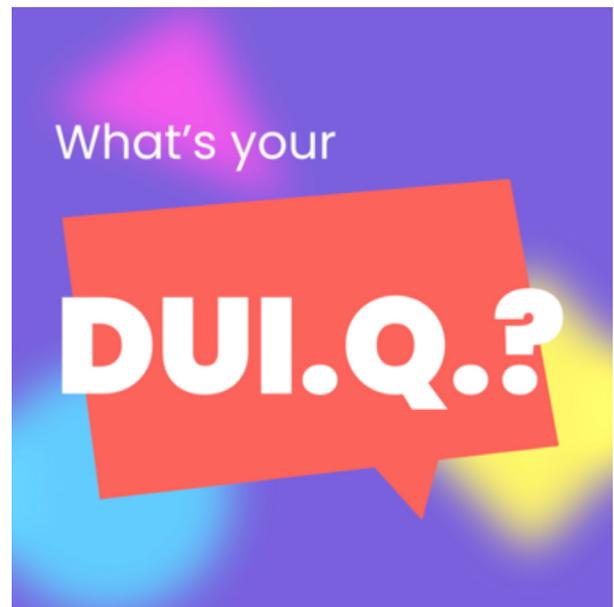
FESTIVAL HISPANO WILMINGTON AND GEORGETOWN

OHS Street teams were present at Festival Hispano Wilmington and Georgetown at their annual celebrations during National Hispanic Heritage Month (September). Teams of two dressed in traffic safety vests were on-site during the festival to educate attendees about the dangers of impaired driving and offer tips for safe driving. Street teams engaged with over 250 attendees using the DUI Trivia Wheel (in Spanish) as well as a “walk the line” demonstration in which individuals were invited to wear impaired-driving safety goggles and walk a line of traffic tape.

ARRIVEALIVEDE.COM WEBSITE - DRIVE SOBER PAGE:

OHS enhanced the Drive Sober web page on **ArriveAliveDE.com** with the following additional offerings in FY 2022:

- **What's Your DUI.Q.? Module** – This new, interactive quiz was designed to engage website visitors while testing their knowledge of facts about alcohol and its effects on their driving. The module was engineered with an application to integrate a share function to Facebook, amplifying the message to a broader audience.
- **“How to Plan A Safe Ride”**: This new and innovative module introduced a series of designated driver characters “DD Legends”. Each character represents a relatable designated driver option to plan for a safe ride home: Family Member, Friend, Rideshare Service and Taxicab. The “DD Legends” creative gives the series a video game feel designed to appeal to the young adult male target audience. Users can select their character of choice to be their designated driver, which is presented with strong pros and humorous cons, to encourage engagement.
- OHS reengineered the page to reach a bilingual audience, with a toggle that allows users to view content in English or Spanish.



FY 2022 IMPAIRED DRIVING IMPAIRMENT AWARENESS EFFORTS (DRUG-FOCUSED):

In FY 2020, OHS created the drug-focused ***Fear of Missing Out (FOMO)*** media campaign encompassing sober driving awareness promotion and continued using the campaign throughout FY 2022.

At best, you could lose your money, license, and freedom. At worst, you could lose your life – or take someone else's. Is that worth one night of fun? Didn't think so. Think twice before you #DriveHigh or ride with someone who is.

The **FOMO** impaired driving media plan campaign assets included:

- Digital Tactics – Snapchat, and TikTok

In addition to paid and digital media campaign tactics, OHS utilized social media campaigns, ArriveAliveDE.com website education, and public outreach to distribute impaired driving awareness messaging through diverse channels.



SOCIAL MEDIA:

DOHS developed contemporary and innovative social media campaigns for the primary road safety topic priority areas as outlined in the FY 2022 enforcement calendar. Campaigns were activated across Facebook, Instagram, Twitter and TikTok and included value offerings (stories, games, filters, etc.) where budgets allowed.

Social media activation strategies included the addition of optimized tactics for some campaigns to broaden the reach of key safety messages to target safety content to areas where behaviors are most prevalent and to enhance relevance through borrowed interest approaches. These objectives can be met through boosting and paid promotions, geotagging platform customization and opportunistic campaigns.



OHS developed 32 drug-focused impaired driving awareness social media posts across three scheduled enforcements in FY 2022, capitalizing on how the office can use interactive and innovative approaches to help drivers make the responsible decision to avoid getting behind the wheel while under the influence of illicit drugs and prescription medications.

The “Weed Out” 420 Drug Awareness post had the second highest engagement rate on Facebook in FY 2022.

ARRIVEALIVEDE.COM WEBSITE - BE DRUG AWARE PAGE:

The flagship website for all things Delaware highway safety related, **ArriveAliveDE.com**, continues to deliver award-winning content and engagement strategy. Through its partnerships, the website is driven by OHS and is kept updated, fresh and relevant to current priority areas and highway safety-related issues in Delaware.

OCCUPANT PROTECTION/CLICK IT OR TICKET PAID MEDIA

PROJECT CODES: OHCT22-01, BCAA22-01, PMOA22-01, PMOB22-01, PMOC22-01, PMOX22-01 (NO FUNDS USED FROM PMOC22-01 OR PMOX22-01)

PROJECT DESCRIPTION: OHS coordinated education and outreach campaigns coinciding with the national Click It or Ticket (CIOT) enforcement and programming initiatives in FY 2022. CIOT awareness strategies included traditional and digital paid media, social media (organic and paid), video and radio spots, and additional efforts summarized below.

FY 2022 CIOT AWARENESS EFFORTS:

OHS implemented the Click it or Ticket (CIOT) campaign with the inspiration behind it that you can't control what's on the road, but you can control what's protecting you from it. The campaign sought to remind all drivers – especially young adult males – of the importance of seat belt use. OHS and Delaware law enforcement agencies participated in the annual U.S. Department of Transportation's National Highway Traffic Safety Administration's national CIOT high-visibility enforcement effort, which ran from May 16- June 5, 2022.

OHS's CIOT Enforcement Campaign "Buckle Up for Safety":

THE CIOT ENFORCEMENT CAMPAIGN ASSETS INCLUDED:

- Audio ad with companion banner on Spotify
- Banner ads with AdTheorent
- Image ads on Facebook and Instagram
- Animated video ads on TikTok and YouTube
- Grassroots/partnership outreach

CIOT CAMPAIGN HIGHLIGHTS:

- AdTheorent dominated in impressions(1M), while TikTok garnered the most clicks (3.5K)
- TikTok delivered the highest Click Through Rate (CTR) of any medium (0.54%)
- AdTheorent had the most sessions (2.1K), while Spotify had the longest average session duration (27 seconds)
- Secured 21 partners, generating more than 200K impressions

In addition to paid and digital media campaign tactics, OHS utilized social media campaigns, ArriveAliveDE.com website education, and public outreach to distribute CIOT education campaign messaging through diverse channels.



CIOT PUBLIC EDUCATION & OUTREACH:

To support an identified need in the Creole community, the CPS brochure was translated into Creole. The translation costs were funded through OP paid media.

SOCIAL MEDIA:

OCCUPANT PROTECTION/CLICK IT OR TICKET EDUCATION

OHS developed contemporary and innovative social media campaigns for the primary road safety topic priority areas as outlined in the FY 2022 enforcement calendar. Campaigns were activated across Facebook, Instagram, Twitter and TikTok, including value offerings (stories, games, filters, etc.) where budgets allowed.

Social media activation strategies included the addition of optimized tactics for some campaigns to broaden the reach of key safety messages to target safety content to areas where behaviors are most prevalent and to enhance relevance through borrowed interest approaches. These objectives can be met through boosting and paid promotions, geotagging platform customization and opportunistic campaigns. Each baseline social media campaign coincided with an enforcement period and included campaign strategy, creative development of campaign concept, post development and launch, engagement management and project management for all behavior-specific posts.

Optimized budget social media campaigns included the baseline social media campaign offerings plus these activation efforts.

- Boosting/paid promotions across Facebook, Instagram and Twitter Strategy, recommendation and execution of campaign location tagging to focus messaging with crash data and residence (home) data based on where fatalities/injuries occur most frequently and where those involved originated from in terms of their home location
- OHS developed 46 occupant protection-focused awareness social media posts in conjunction with four scheduled enforcements in FY 2022, capitalizing on how the office can help drivers make the responsible decision to buckle up while driving.

FY 2022 MAY CIOT AWARENESS EFFORTS:

OHS developed 14 CIOT-focused occupant protection awareness social media posts as part of the Fix the Fit: May Click It or Ticket campaign, launched between 5/20/2022 – 6/5/2022. While 92% of Delawareans report wearing seat belts, there are too many crashes involving drivers, and frequently passengers, not buckling up. This campaign supported and drove the national Click It or Ticket message of buckling up every time. It also promoted the importance of wearing seat belts correctly to help ensure optimal protection.

To deliver on this messaging, the campaign was comprised of: 1) a new module for the Buckle Up page used a gamification approach to demonstrate proper seat belt positioning and fit; 2) two posts that provided additional seat belt facts and drove users to the new module; 3) a video that highlighted the science of seat belt construction and how seat belts are designed to use the strongest parts of your body to protect you; and 4) a second video that targeted passengers who don't buckle up, while reminding drivers of their responsibility to make sure that everyone in the vehicle is wearing seat belts. Both optimized videos ran on Facebook and Instagram and on TikTok.

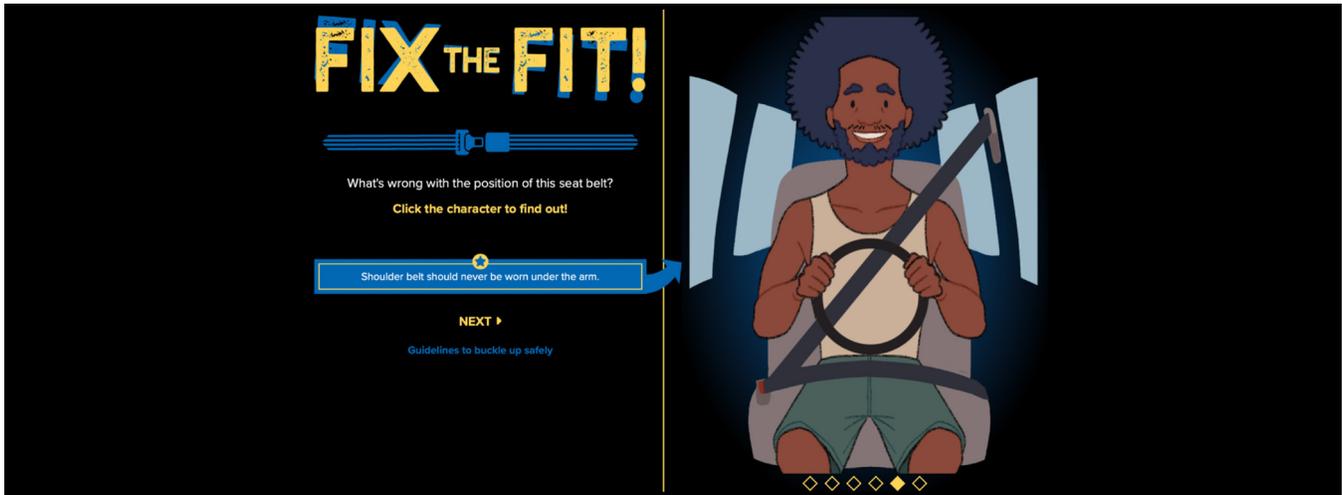


CAMPAIGN RESULTS

- 13% campaign engagement rate
- 348 campaign post link clicks to the new module
- 93,586 campaign impressions

The “Science of Seat Belts” video garnered the most Instagram Reels views for the year with 9,509.

The Buckle Up page had a 50% increase in unique page views during the campaign. The average time spent on the page increased 10% when the “Fix the Fit” module went live on the site, which indicates it retained user attention for a longer time period.



ARRIVEALIVEDE.COM WEBSITE - OCCUPANT PROTECTION PAGE:

OHS enhanced the Buckle Up web page on ArriveAliveDE.com with the following additional offering in FY 2022:

OHS re-engineered the web page to reach a bilingual audience, with a toggle that allows users to view content in English or Spanish.

PARTNERSHIP OUTREACH:

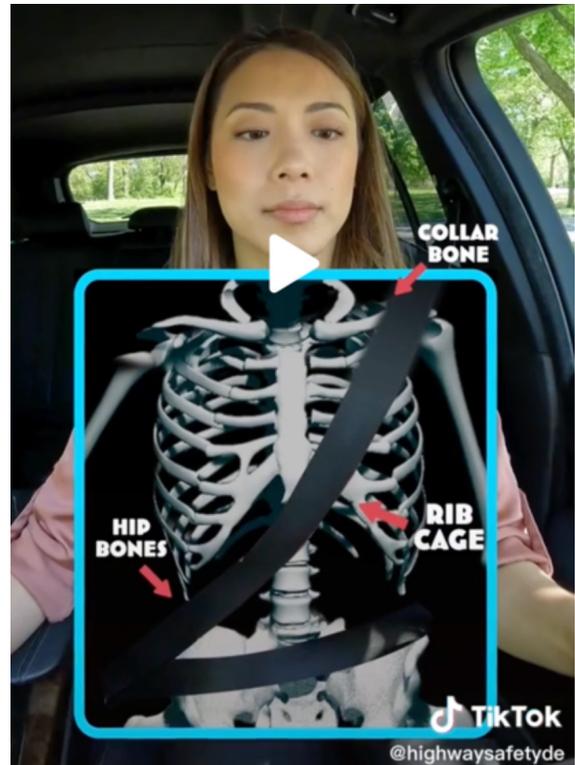
OHS distributed a digital toolkit of posters, social media graphics and table tents to 21 confirmed partners including tuxedo shops (close to high schools hosting prom during the enforcement period), apartment complexes, college dorms, buildings and gyms, as well as bars and restaurants throughout Delaware.

OHS partners throughout the state included:

- RISE Fitness
- Collars and Cuffs
- Zuha Trend
- Brides and Grooms Inc.
- Anytime Fitness
- Fit and Knockout Boxing
- Bear-Glasgow Family YMCA
- Fitness Center
- LA Fitness
- Evolve Health & Fitness
- BodyShop Fitness Center
- Trolley Tap House
- Two Stones-Wilmington
- Stewarts Brewing Company
- Midnight Oil Brewing Company

CPS WEEK PUBLIC EDUCATION & OUTREACH:

OHS posted social media messaging from NHTSA in celebration of National Child Passenger Safety week, September 18 – 24, 2022. Statistics from Delaware, including misuse rates were included, along with contact information for the OHS Fitting Stations. This week also included the culmination of a Child Passenger Safety Technician Course in Sussex County, which saw 11 CPSTs certified.



OCCUPANT PROTECTION/DISTRACTED DRIVING EDUCATION

PROJECT CODE: OHOD22-01, OHOZ22-01

FY 2022 OCCUPANT PROTECTION AND DISTRACTED DRIVING AWARENESS EFFORTS:

In FY 2022, OHS utilized the current **Buckle Up Arrive Alive** occupant protection campaign and **Be Alert Arrive Alive** distracted driving-focused media campaign. OHS developed complementary creative that was used separately and together to spread awareness to the dangers of driving distracted and remind drivers and passengers to buckle up.

There's more than one way to drive buzzed. You don't drive drunk. Don't drive distracted. Distracted driving is just as dangerous as drunk driving. Never drive distracted. Always keep your eyes on the road. It's that simple. You can't control other drivers, but you can control what you wear, Buckle up and protect yourself against the unexpected.

The occupant protection and distracted driving media plan campaign assets included:

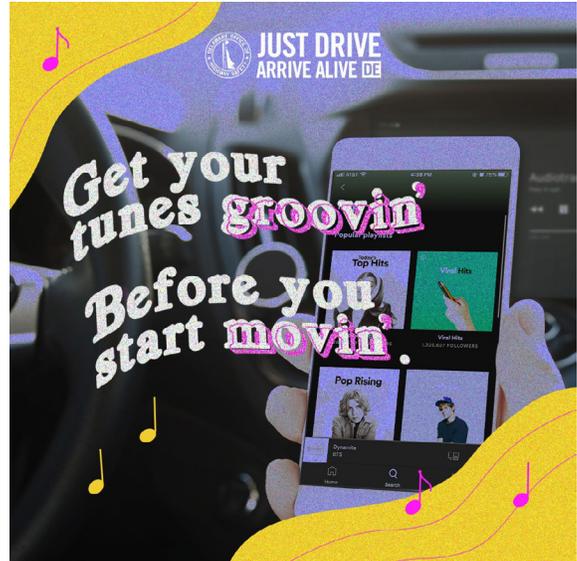
- Display banner ads with Division-D
- :30 audio ad w/ companion banner with Division-D
- Image and video ads on Facebook/Instagram
- :30 audio ad w/ companion banner with Pandora
- :30 audio ad and :30 video ad w/ companion banner with Spotify
- Terrestrial radio
- ECO posters with Clear Channel Outdoor

In addition to paid and digital media campaign tactics, OHS utilized social media campaigns, ArriveAliveDE.com website education, and public outreach to distribute occupant protection and distracted driving awareness messaging through diverse channels.

SOCIAL MEDIA:

OHS developed contemporary and innovative social media campaigns for the primary road safety topic priority areas as outlined in the FY 2022 enforcement calendar. Campaigns were activated across Facebook, Instagram, Twitter and TikTok and included value offerings (stories, games, filters, etc.) where budgets allowed.

Social media activation strategies included the addition of optimized tactics for some campaigns to broaden the reach of key safety messages to target safety content to areas where behaviors are most prevalent and to enhance relevance through borrowed interest approaches. These objectives are met through boosting and paid promotions, geotagging platform customization and opportunistic campaigns. Each baseline social media campaign coincided with an enforcement period and included campaign strategy, creative development of campaign concept, post development and launch, engagement management and project management for all behavior-specific posts.



Optimized budget social media campaigns included the baseline social media campaign offerings plus these activation efforts:

- Boosting/paid promotions across Facebook, Instagram, Twitter, and TikTok.
- Strategy, recommendation, and execution of campaign location tagging to focus messaging with crash data and residence (home) data based on where fatalities/injuries occur most frequently and where those involved originated from in terms of their home location.

OHS developed 59 occupant protection and distracted driving-focused awareness social media posts in conjunction with the four scheduled enforcements in FY 2022, capitalizing on how the office can help drivers make the responsible decision to buckle up and drive without distractions.

OCCUPANT PROTECTION AND DISTRACTED DRIVING AWARENESS PUBLIC EDUCATION EVENTS & OUTREACH:

OHS worked to develop new partnerships while cultivating existing partnerships with traffic safety partners throughout Delaware to further the occupant protection and distracted driving message to drivers, passengers, and pedestrians.

PARTNERSHIP OUTREACH

OHS partnered to conduct grassroots outreach with cell phone provider companies, gas stations, and motor vehicle mechanics.

OHS was an official sponsor of Slam Dunk to the Beach, a three-day basketball tournament (December 27-29) at Cape Henlopen High School. OHS tabled the event across all three days, during which attendees could “take their shot” at the OP/DISTRACTED trivia wheel to test their safe-driving knowledge. During the event, an OHS street team shared several safe-driving tips focused on avoiding distractions.

As part of the event promotion, OHS created two posts for the Slam Dunk to the Beach event. These posts were shared on both OHS' and Slam Dunk to the Beach's Facebook and Instagram accounts. This cross-promotion allowed for additional post engagement and provided an opportunity for OHS to capitalize on Slam Dunk to the Beach's social media following — bringing more attention and followers to OHS' social channels.

FIREFLY MUSIC FESTIVAL

OHS street teams were present at the 10th annual Firefly Music Festival in Dover, Delaware. The focus of this year's booth was on the OP/Distracted Driving program area. Booth elements included a driving simulator and a life-size trivia wheel with OP/distracted trivia questions. Our street team (including a Spanish speaking individual) interacted with over 2,500 festival attendees over the course of four days and had the opportunity to educate them on the dangers and consequences of allowing distractions to affect them and others when driving.



ARRIVEALIVEDE WEBSITE - OCCUPANT PROTECTION AND DISTRACTED DRIVING PAGE(S):

The flagship website for all things Delaware highway safety related, [ArriveAliveDE.com](https://www.arrivealivede.com), continues to deliver award-winning content and engagement strategy.

- The *Buckle Up and Be Alert* web pages were updated with fresh content, modules, and interactive tools.
- DOHS reengineered the web page to reach a bilingual audience, with a toggle that allows users to view content in English or Spanish.

DISTRACTED DRIVING PAID MEDIA

The Office of Highway Safety coordinated the following communication program initiatives in an effort to reach our distracted driving targets for FY 2022.

PROJECT CODE: PMDD22-01

FY 2022 DISTRACTED DRIVING AWARENESS EFFORTS:

In FY 2022, OHS utilized the *Be Alert and Arrive Alive* distracted driving-focused media campaign for April's Distracted Driving Month. The new distracted driving campaign encompasses the various ways in which drivers can become distracted while driving a motor vehicle. People know how dangerous drunk driving and how distracted driving can lead to those same consequences, but people don't think twice about it. This campaign aims at tying distracted driving to something they imagine as far more dangerous.

Driving under the influencer? You don't drive drunk. Don't drive distracted. Distracted driving is just as dangerous as drunk driving. Never drive distracted. Always keep your eyes on the road. It's that simple.



The distracted driving media plan campaign assets included:

- Clear Channel Outdoor
- Terrestrial Radio
- Digital Tactics
 - Facebook / Instagram / Audience Extension (Mobile)
 - Spotify
 - Division D

In addition to paid and digital media campaign tactics, OHS utilized social media campaigns, ArriveAliveDE.com website education, and public outreach to distribute distracted driving awareness messaging through diverse channels.

DISTRACTED DRIVING EDUCATION:

SOCIAL MEDIA:

Optimized budget social media campaigns included the baseline social media campaign offerings plus these activation efforts.

- Boosting/paid promotions across Facebook, Instagram and Twitter
- Strategy, recommendation and execution of campaign location tagging to focus messaging with crash data and residence (home) data based on where fatalities/injuries occur most frequently and where those involved originated from in terms of their home location.

OHS developed 45 distracted driving-focused awareness social media posts in conjunction with four scheduled enforcements in FY 2022, capitalizing on how the office can help drivers make the responsible decision to drive without distractions.

"The Terrible Cost of Ketchup" TikTok post received the most impressions (30,106) and most link clicks (462) for the year. The video post also won a Telly Award for excellence in video.

OHS developed contemporary and innovative social media campaigns for the primary road safety topic priority areas as outlined in the FY 2022 enforcement calendar. Campaigns were activated across Facebook, Instagram, Twitter and TikTok, including value offerings (stories, games, filters, etc.) where budgets allowed.

Social media activation strategies included the addition of optimized tactics for some campaigns to broaden the reach of key safety messages to target safety content to areas where behaviors are most prevalent and to enhance relevance through borrowed interest approaches. These objectives can be met through boosting and paid promotions, geotagging platform customization and opportunistic campaigns. Each baseline social media campaign coincided with an enforcement period and included campaign strategy, creative development of campaign concept, post development and launch, engagement management and project management for all behavior-specific posts.



DISTRACTED DRIVING EDUCATION: DISTRACTED DRIVING MONTH:

OHS developed contemporary and innovative social media campaigns for the primary road safety topic priority areas as outlined in the FY 2022 enforcement calendar. Campaigns were activated across Facebook, Instagram, Twitter and TikTok, including value offerings (stories, games, filters, etc.) where budgets allowed.

Social media activation strategies included the addition of optimized tactics for some campaigns to broaden the reach of key safety messages to target safety content to areas where behaviors are most prevalent and to enhance relevance through borrowed interest approaches. These objectives can be met through boosting and paid promotions, geotagging platform customization and opportunistic campaigns. Each baseline social media campaign coincided with an enforcement period and included campaign strategy, creative development of campaign concept, post development and launch, engagement management and project management for all behavior-specific posts.



OHS developed 20 distracted driving-focused awareness social media posts in conjunction with April Distracted Driving Awareness month (April 1 through April 29) and supported OHS' planned enforcement and outreach efforts.

- The social media campaign explored distracted driving from a new vantage point, educating drivers on the three main types of distractions – visual, manual and cognitive. The campaign included four different creative concepts, which were customized for platform and language needs, resulting in eight total creative executions. The first post introduced the concept broadly, while subsequent posts drilled down to focus on each of the three distraction areas. Striking, unexpected animations and compelling headlines worked to attract interest, while captions directed users to either the newest distracted driving module, The Great Escape, or to the 5-Second Rule Tool on the Be Alert page of [ArriveAliveDE.com](https://www.arrivealiveDE.com).

The "Where is Your Head" post registered the highest video engagement rate on Facebook with 26%.

ARRIVEALIVEDE.COM WEBSITE – DISTRACTED DRIVING PAGE

OHS enhanced the Be Alert web page on ArriveAliveDE.com with the following additional offerings in FY 2022.

- [The Great Escape from Distracted Driving module](#) – This new, interactive game takes the form of an escape room adventure, but in reality, it’s a “preflight” checklist of eight tasks drivers should accomplish before starting a vehicle.
- OHS reengineered the web page to reach a bilingual audience, with a toggle that allows users to view content in English or Spanish.

The **Be Alert** page saw double the amount of normal traffic during the time of the campaign in which “The Great Escape from Distracted Driving” game was live. This demonstrated the effectiveness of the campaign in driving people to ArriveAliveDE.com and, thus, driving them to more in-depth information.

DISTRACTED DRIVING AWARENESS PUBLIC EDUCATION EVENTS & OUTREACH: DISTRACTED DRIVING PROCLAMATION

OHS received a proclamation from Governor John Carney designating April as “Distracted Driving Awareness Month” asking motorists to set their phones to “Do Not Disturb”. By making this designation, Delawareans were empowered to save lives by giving them ownership of the statewide distracted driving prevention effort that generated awareness and put potentially life-saving action behind it.

PARTNERSHIP OUTREACH

OHS worked to develop new partnerships while cultivating existing partnerships with traffic safety partners throughout Delaware to further promote the distracted driving message to drivers, passengers, and pedestrians. Grassroots outreach was established with cell phone provider companies, gas stations, and motor vehicle mechanics.

DISTRACTED DRIVING OUTREACH TOOLKIT FOR DRIVE-THROUGH RESTAURANTS

OHS developed a distracted driving digital toolkit for distribution and secured 25 partnerships with drive-through restaurants in all three Delaware counties. Posters were placed on windows and front entrances with these partners.

- [Dunkin’](#)
- [Arby’s](#)
- [Dairy Queen](#)
- [Burger King](#)
- [Taco Bell](#)
- [Wendy’s](#)
- [Starbucks](#)
- [Chick Fil A](#)
- [McDonald’s](#)
- [Panera Bread](#)
- [Checkers](#)
- [Colbie’s Southern Kissed Chicken](#)
- [Smash ‘N DashBurgerly](#)

Toolkit components included:

- [Social media content and accompanying graphics](#)
- [Eblast](#)
- [Downloadable poster](#)

MEDIA OUTREACH

OHS developed a Distracted Driving Month awareness press release and distributed it statewide, in addition to publication on the Governor’s Information Center (GIC) website and on the ArriveAliveDE.com newsfeed for local and regional coverage.

SPEED PAID MEDIA

PROJECT CODE: OHSP22-01, OHSZ22-01

PROJECT DESCRIPTION: OHS coordinated education and outreach campaigns coinciding with speed awareness enforcement and programming initiatives throughout FY 2022. OHS developed the speed awareness strategy including traditional and digital paid media, social media (organic and paid), video and radio spots, and additional efforts summarized below.

FY 2022 SPEED AWARENESS EFFORTS:

OHS continued to utilize the Speed Demon speed awareness campaign aimed to remind young adult male drivers to curtail their inner speed demon or suffer consequences such as losing their license and being driven around town by their grandmother, paying hefty insurance costs, or worse, harming a friend who trusted them with their life or even their own.

Tempted to let your inner speed demon out? Don't. Young adult males have the highest number of speed-related crashes in Delaware and account for 75% of all speed fatalities. Don't risk getting fines, points, and hit with skyrocketing insurance rates. Or losing your license, your life – or someone else's – for a thrill ride. No one likes a speed demon.



The speed awareness media plan campaign assets included:

- **Digital Tactics**
 - Newsfeed image ads with Instagram
 - Display banners with AdTheorent
 - :30 audio and banner ads with Spotify
 - :30 audio and banner ad with Pandora
 - In-feed video ads with TikTok
 - Video ads with Snapchat
 - Sponsorships
 - Crashed car display/street teams
- **Speed Demon Campaign Highlights**
 - Paid media saw strong awareness results, with more than 6.6M impressions
 - Our variety of digital media tactics allowed us to reach Delawareans through audio, static visuals, and video, producing 29.5K video completions and more than 27.9K clicks
 - Sponsorships garnered more than 150K impressions
 - Crashed car display/street teams generated more than 600K impressions
 - In addition to paid and digital media campaign tactics, OHS utilized social media campaigns, ArriveAliveDE.com website education, and public outreach to distribute speed awareness messaging through diverse channels

SOCIAL MEDIA:

OHS developed contemporary and innovative social media campaigns for the primary road safety topic priority areas following the FY 2022 enforcement calendar. Campaigns were activated across Facebook, Instagram, Twitter, Snapchat, and TikTok and included value offerings (stories, highlights, promotions, contests, games, filters, etc.) where budgets permitted.

Social media activation strategies included the addition of optimized tactics to broaden the reach of key safety messages to target safety content to areas where behaviors are most prevalent and to enhance relevance through borrowed interest approaches. All these objectives were met through boosting and paid promotions, geotagging platform customization, and opportunistic campaigns. Each baseline social media campaign coincided with an enforcement period and includes – campaign strategy, creative development of campaign concept, post development and launch, engagement management, and project management for all behavior-specific posts.

Optimized budget social media campaigns included the baseline social media campaign offerings plus these activation efforts.

- Boosting/paid promotions across Facebook, Instagram, Twitter, and TikTok
- Strategy, recommendation, and execution of campaign location tagging to focus messaging with crash data and residence (home) data based on where fatalities injuries occur most frequently and where those involved originated from in terms of their home location

OHS developed 39 speed awareness social media posts in conjunction with five scheduled and one additional enforcement in FY 2022.

SPEED AWARENESS PUBLIC EDUCATION EVENTS & OUTREACH:

OHS worked to develop new partnerships while cultivating existing partnerships with traffic safety partners throughout Delaware to further the speed awareness message to drivers, passengers, and pedestrians.

DELAWARE BLUE COATS

OHS was an official sponsor of the Delaware Blue Coats 2021-2022 season.

Elements included:

- Courtside LED boards
- Concourse LED TV screens
- Email marketing inclusion (150K member database; open rate of 32.1%; CTR of 1.64%)
- Social media
- Poster displays
- Floor decal
- Web advertisements
- PA announcements

PARTNERSHIP OUTREACH

OHS created yard signs with a call to action for drivers to SLOW DOWN, Tame Your inner speed demon and distributed them to our corporate traffic safety partners statewide.



PARTNERSHIP EXTENSION

The Biden Welcome Center partnered with OHS to host a wrecked vehicle adorned with Speed Demon campaign decals on multiple windows, caution tape surrounding the perimeter, and a call-to-action ground decal bringing awareness to young adult males in Delaware and the speeding crisis. The wrecked vehicle was prominently displayed in front of the tourism center from September 2021 – March 2022, where heavy traffic occurs most garnering more than 600k impressions.



The second series of installation included a different car in place at Frawley Stadium for a three-game home stance for the Wilmington Blue Rocks from July 22 through 24, garnering nearly 800 impressions.

MEDIA OUTREACH

Speed Press Conference

OHS held a speed awareness press conference to address the rising number of fatalities occurring on Delaware roadways. The conference took place on March 16, 2022, outside of the Delaware State Police Academy and included speakers from multiple traffic safety partners: Secretary Nathaniel McQueen Jr., Department of Safety and Homeland Security, Secretary Nicole Majeski, Delaware Department of Transportation, Colonel Melissa Zebley, Superintendent of the Delaware State Police, Edward Alexander, MD, Associate Trauma Medical Director, Bayhealth, and Kimberly Chesser, Director, Delaware Office of Highway Safety. OHS created a press release in addition to publication on the Governor’s Information Center (GIC) website and on the ArriveAliveDE.com newsfeed for local and regional coverage of the press conference.

ARRIVEALIVEDE WEBSITE - SLOW DOWN PAGE:

The flagship website for all things Delaware highway safety related, [ArriveAliveDE.com](https://www.arrivealivede.com), continues to deliver award-winning content and engagement strategy. Through its partnerships, the website is driven by OHS and is kept updated, fresh, and relevant to current priority areas and highway safety-related issues in Delaware.



PEDESTRIAN PAID MEDIA

PROJECT CODES: OHPM22-01, OHPZ22-01, PEDN22-01, PEDQ22-01, PEDR22-01, PEDX22-01

PROJECT DESCRIPTION: OHS coordinated education and outreach campaigns coinciding with pedestrian safety enforcement and programming initiatives for FY 2022. The pedestrian awareness strategy included traditional and digital paid media, terrestrial radio and video spots, social media (organic and paid), and additional efforts summarized below.

FY 2022 PEDESTRIAN SAFETY AWARENESS EFFORTS:

OHS continued utilizing the **Walk Bright** pedestrian media campaign coinciding with enforcement and programming initiatives throughout FY 2022.

Is it night? Walk Bright. If you walk at night, carry a flashlight or reflective items so drivers can see you.

The pedestrian safety media plan campaign assets included:

- Video and Image ads with Facebook and Instagram
- Video ads with AdTheorent
- Zero Speed Takeover ad with Waze
- Proximity targetingvideoad with GroundTruth
- Video and banner ads with Spotify
- Posters and clings within 50 select Delaware restaurants and bars (DE Beach areas)
- TangerOutlets signage
- Street teams
- Sponsorship

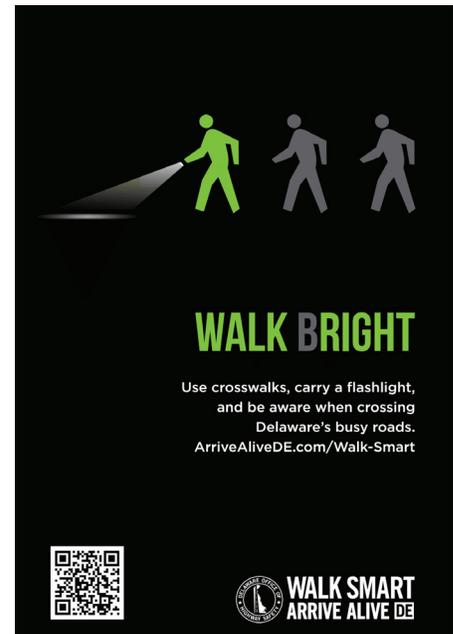
Campaign Highlights:

- Paid media delivered over 3.4M impressions in this campaign, reminding Delawareans of the importance of using crosswalks and making sure they are seen when walking in the dark
- All tactics worked to produce high viewability and awareness, with cumulative 53% VTR
- The Facebook/Instagram ads produced the most impressions (1.3M), while Spotify saw the highest CTR (0.44%)
- Sponsorships generated more than 4M impressions
- Street team activity generated more than 1K impressions

In addition to paid and digital media campaign tactics, OHS utilized social media campaigns, ArriveAliveDE.com website education, and public outreach to distribute pedestrian awareness messaging through diverse channels.

SOCIAL MEDIA:

OHS developed contemporary and innovative social media campaigns for the primary road safety topic priority areas following the FY 2022 enforcement calendar. Campaigns were activated across Facebook, Instagram, Twitter, Snapchat, and TikTok and included value offerings (stories, highlights, promotions, contests, games, filters, etc.) where budgets permit. Social media activation strategies included the addition of optimized tactics to broaden the reach of key safety messages to target safety content to areas where behaviors are most prevalent and to enhance relevance through borrowed interest approaches. All these



objectives were met through boosting and paid promotions, geotagging platform customization, and opportunistic campaigns. Each baseline social media campaign coincides with an enforcement period and includes – campaign strategy, creative development of campaign concept, post development and launch, engagement management, and project management for all behavior-specific posts.

Optimized budget social media campaigns included the baseline social media campaign offerings plus these activation efforts:

- Boosting/paid promotions across Facebook, Instagram, Twitter, and TikTok
- Strategy, recommendation, and execution of campaign location tagging to focus messaging with crash data and residence (home) data based on where fatalities/injuries occur most frequently and where those involved originated from in terms of their home location.

OHS developed 42 pedestrian safety social media posts in conjunction with six scheduled enforcements in FY 2022. The “Walk Bright” Facebook post delivered the most post link clicks to the Walk Smart page with 410 clicks.

PEDESTRIAN SAFETY PUBLIC EDUCATION EVENTS & OUT-REACH:

OHS worked to develop new partnerships while cultivating existing partnerships with traffic safety partners throughout Delaware to further the pedestrian safety message to drivers, passengers, and pedestrians.

PARTNERSHIP EXTENSION

OHS secured partnerships with 50 bars and restaurants throughout Delaware beach areas, delivering posters and clings that generated 1,062,500 impressions from May–July. Additionally, OHS partnered with Tanger Outlets in Rehoboth Beach in July providing collateral signage for tall-boy frames, wall frames and an ad directory, which produced a total of 1,325,000 gross impressions.

DART Wi-Fi Sponsorship

OHS continued its DART WI-FI sponsorship program in FY2022 generating more than 500K impressions throughout the year. The sponsorship agreement included the following elements.

- LCD screens
- Audio advertising announcements
- Bus shelter advertising
- Interior bus ads
- Bus pocket schedules
- Pop-up messaging

Wags, Witches, and Warlocks

OHS was an official sponsor of Wags, Witches, and Warlocks on Saturday, October 30, 2021. 90 reflectors, and over 100 flyers were distributed at the event earning 16k impressions.

Delaware State Parks Concert Series

OHS was an official GOLD-LEVEL PARK SPONSOR for Wilmington State Parks (Rockford Tower and the Sugar Bowl). Sponsorship elements included:

- Banner displays
- PA announcements
- Social media promotion inclusion
- Webpage promotion

More than 50K patrons attended the concert series. In addition, the site generated more than 100K impressions weekly.



PEDESTRIAN TIKTOK VIDEO

Delaware State Parks Mobility Mats

OHS was an official SPONSOR for the mobility mats at these state parks for the next three years:

- Cape Henlopen
- Delaware Seashore
- Fenwick Island

More than 3.1M impressions were generated throughout the summer season.

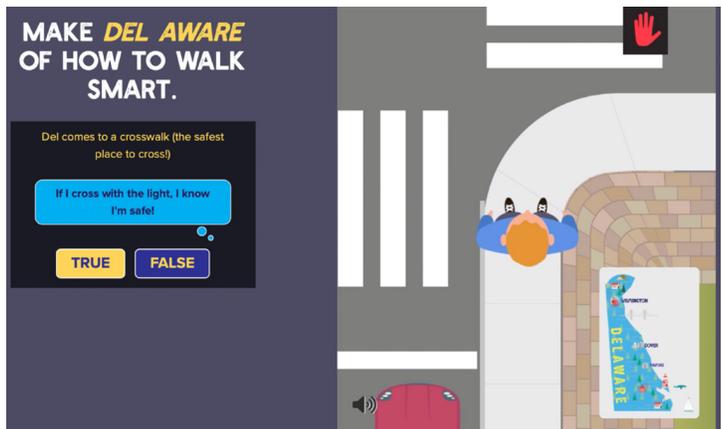


Street Teams: New Castle County

OHS deployed a street team during the January enforcement period in Wilmington (Rodney Square). One member of the street team was dressed in the Glowey Zoey costume — glow-in-the-dark stick figure overlaid on a black sweatsuit — and the other wore a neon-yellow “Walk Bright” T-shirt. They handed out reflectors to passersby engaging with more the 20 patrons, distributing more than 20 reflectors.

Street Teams: New Castle County (Riverfront)

OHS deployed one street team during the summer enforcement period to educate Delawareans about pedestrian safety and ways to “Walk Bright.” Street team members were dressed in safety vests, and they handed out reflectors engaging with more than 1k patrons and distributed over 500 reflectors.



MEDIA OUTREACH

OHS developed multiple pedestrian safety press release(s) throughout FY 2022 and distributed them statewide, in addition to publication on the Governor’s Information Center (GIC) website and on the ArriveAliveDE.com newsfeed for local and regional coverage.

ARRIVEALIVEDE WEBSITE - PEDESTRIAN SAFETY PAGE:

OHS enhanced the Walk Smart web page on ArriveAliveDE.com with the following additional offerings in FY 2022:

- The “Make Del Aware” module – Through the interactivity and gamification of this new custom-built module, the subject of “safe walking tips” becomes fun, accessible, engaging and memorable.
- DOHS reengineered the page to reach a bilingual audience, with a toggle that allows users to view content in English or Spanish

The Walk Smart page saw a 9% increase in average time spent on the page during the campaign in which the “Make Del Aware” game went live.

MOTORCYCLE PAID MEDIA

PROJECT CODES: OHMM22-01, MCPD22-01, MCPE22-01, MCPX22-01

PROJECT DESCRIPTION: OHS coordinated paid media campaigns and outreach initiatives coinciding with motorcycle safety enforcement to support motorcycle safety targets for FY 2022. The OHS motorcycle awareness strategy included traditional and digital paid media, social media (organic and paid), audio spots, and additional efforts summarized below.

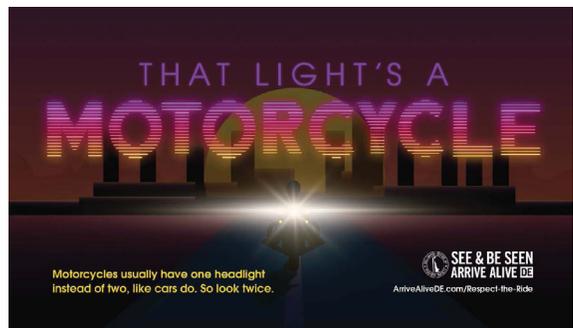
FY 2022 MOTORCYCLE AWARENESS EFFORTS (MOTORIST FOCUSED):

OHS continued the motorist focused *What's That Light?* campaign demonstrating the idea that a single headlight represents a vulnerable rider on a bike and for motorists to look twice.

Motorcycles usually have one headlight instead of two, like cars. Drivers, look twice.

The *What's That Light?* Motorist focused media plan campaign assets included:

- Newsfeed image ads with Facebook/Instagram/Audience Network
- Zero Speed Takeover ad unit with Waze
- :30 audio and companion banner with Spotify
- Banner ads with StackAdapt
- Eco posters with Clear Channel Outdoor
- Sponsorships, street teams and partnerships



In addition to paid and digital media campaign tactics, OHS utilized social media campaigns, ArriveAliveDE.com website education, and public outreach to distribute motorcycle safety awareness messaging through diverse channels.

FY 2022 MOTORCYCLE AWARENESS EFFORTS (RIDER FOCUSED):

OHS continued the rider-focused *Words to Ride By* campaign aligning the priorities of slowing down, driving sober, and refreshing rider knowledge with rider safety courses.

Riders who speed can get hurt in a hurry. So please slow down, respect speed limits, and enjoy every minute of your ride.

The *Words to Ride By* rider-focused media plan campaign assets included:

- Digital Tactics
 - Search ads with Google
 - Newsfeed image ads with Facebook/Instagram/Audience Network
 - Banner ads with StackAdapt
 - Sponsorships, street teams and partnerships

PAID MEDIA CAMPAIGN HIGHLIGHTS:

- Strong performance metrics were reported from paid media tactics, delivering over 8M impressions and over 22K clicks for the campaign duration
- StackAdapt was the top impression driver, reporting over 6.2M impressions and over 9.4K clicks, for a CTR of 0.15%
- Our overall Cost Per Click (CPC) was \$1.83, with Google seeing the most efficient CPC, at \$0.85
- Thousands of impressions were generated by street teams
- Nearly 8K impressions generated by partnership outreach (21 secured partners)

SOCIAL MEDIA:

OHS developed contemporary and innovative social media campaigns for the primary road safety topic priority areas as outlined in the FY 2022 enforcement calendar. Campaigns were activated across Facebook, Instagram, Twitter and TikTok, including value offerings (stories, games, filters, etc.) where budgets allowed.

Each baseline social media campaign coincided with an enforcement period and included campaign strategy, creative development of campaign concept, post development and launch, engagement management and project management for all behavior-specific posts. OHS developed 17 motorcycle safety social media posts in conjunction with two scheduled enforcements, which included an activation for Delmarva Bike Week. Motorcycle safety posts garnered 17,078 impressions across platforms during FY 2022.

ARRIVEALIVEDE.COM WEBSITE - RESPECT THE RIDE PAGE:

The flagship website for all things Delaware highway safety related, **ArriveAliveDE.com**, continues to deliver award-winning content and engagement strategy. Through its partnerships, the website is driven by OHS and is kept updated, fresh, and relevant to current priority areas and highway safety-related issues in Delaware.

MOTORCYCLE PUBLIC EDUCATION EVENTS & OUTREACH - MOTORIST & RIDER FOCUSED: EVENT SPONSORSHIPS AND ENGAGEMENT

Ride to the Tide

An OHS Street team hosted a table for the Ride to the Tide event, benefiting the Special Olympics, at Rommel Harley-Davidson. The team was there to help promote and reinforce safe driving practices and tips for motorcyclists. To engage riders to stop by the OHS table, the street team handed out collateral and stickers. The event garnered nearly 1,200 impressions (riders and motorists).

Thunder Over Dover

OHS was an official sponsor of Thunder Over Dover, which took place at Dover Air Force Base. The street team on-site interacted with thousands of motorcyclists and passengers, who often offered up a few of their own stories about being on the road. The leading question for the street team was about motorcycle course training. The team encouraged patrons to scan the QR code on the educational materials, which drove to more information on the courses available.

PARTNERSHIP EXTENSION

Distribution of digital toolkit including social media and accompanying graphics as well as posters/flyers and yard signs to:

- [Motorcycle dealerships](#)
- [Motorcycle supply stores](#)

MEDIA RELATIONS

OHS developed a Motorcycle Safety Press Release and distributed it statewide, highlighting enforcement efforts and safety tips for both riders and motorists, ahead of the anticipated increase in motorcycle traffic for Delmarva Bike Week.



TEEN DRIVER PAID MEDIA

PROJECT CODE: TEDR22-01, TEDZ22-01

PROJECT DESCRIPTION: OHS coordinated education and outreach campaigns coinciding with teen driving and programming initiatives throughout FY 2022. OHS developed the teen driver awareness strategy including traditional and digital paid media, social media (organic and paid), video and radio spots, and additional efforts summarized below.

FY 2022 TEEN DRIVER AWARENESS EFFORTS:

In FY 2020, OHS created the new teen driver focused *Your Kid is Just Like You Were* media campaign encompassing safe teen driving awareness and continued using this campaign throughout FY 2022. When you were a teenager, you took risks behind the wheel. Drove too fast. Didn't pay enough attention. It's what teens do. Now, imagine what it's like to be a teen today. You have a whole new set of distractions – on top of the same old risks. Teen Driver Safety Week is the perfect time of year to look back on what it was like when you were a teen and to have a conversation about your kids' safety moving forward.



In FY2022, OHS continued its education and outreach campaign encouraging teens to drive safely and parents to talk to teen drivers about road safety. OHS's FY 2022 Teen Driver Safety campaign took an aggressive approach to reach key target audiences throughout the state of Delaware, utilizing wide reaching communications as well as grassroots outreach to speak to audiences in ways that most strongly resonate with their lives and priorities.

If you took risks as a young driver, maybe your teen's just like you. So, talk about safe driving, seat belts, texting. Protect them.

The *Your Kid is Just Like You Were* teen driving media plan campaign assets included:

- AdTheorent Banner Ads
- Snapchat Ads
- TikTok Ads
- Pandora Audio + Companion Banner
- Spotify Audio + Companion Banner

Campaign Highlights

- This campaign brought in over 2.5M impressions and 9K clicks
- AdTheorent was the top awareness driver, responsible for over 1.5M impressions, while Snapchat dominated in video completions, with a VTR of 100%
- Secured three partners, resulting in more than 20K impressions

In addition to paid and digital media campaign tactics, OHS utilized, ArriveAliveDE.com website education and public outreach to distribute teen driver awareness messaging through diverse channels.

SOCIAL MEDIA:

During Teen Driver Safety Week (October 17 – 23, 2021), OHS shared the NHTSA social media campaign “Rules for the Road” in both English and Spanish to reach as many younger drivers as possible. During the week, OHS also launched a scholarship contest (funded by a grant from State Farm) that encouraged teen drivers to create videos directing their peers to slow down and make safe choices as novice drivers.

TEEN DRIVER AWARENESS PUBLIC EDUCATION EVENTS & OUTREACH:

OHS worked to develop new partnerships while cultivating existing partnerships with traffic safety partners throughout Delaware to further teen driver messaging to teen drivers, parents/caregivers, passengers, and pedestrians.

PARENT & TEEN SAFE-DRIVING PLEDGE

OHS created the Parent & Teen Safe-Driving Pledge for distribution to selected partners. 130+ individuals took the pledge.

In addition, OHS created a Social Media component as part of the pledge campaign. Social media followers were encouraged to take Safe-Driving Pledge. This series ran from mid-March through June 30 resulting in over 14K impressions and 872 engagements (across Facebook/Instagram):

TEEN DRIVER CORPORATE PARTNER OUTREACH TOOLKIT

OHS distributed a digital toolkit to driving schools, teen organizations, recreation centers, trampoline parks, escape rooms, movie theaters, malls, and insurance companies. In addition to distribution through the OHS corporate partner program, materials were published on the ArriveAliveDE.com website’s Be Alert page.

The digital toolkit included:

- Pledge card
- Poster/flyer
- Social media and accompanying graphics

The campaign partnerships provided the following successful results:

- 16 partners secured and 150K+ impressions generated
- 100 posters/flyers and 300 pledge cards distributed
- 130+ pledge entries
- 14K+ impressions and 870+ engagements on social media channels



PARTNERS INCLUDED: Interstate Training Alliance, Rose Hill Community Center, Theatre N at Nemours, Kent County Recreation Center, Calvary Community Center, WRK Group, AMC Classic 14, La Esperanza Community Center, Boy Scouts of America, Leaders Insurance Group, Prominent Insurance Agency, One Way Insurance Group, State Farm Records/Gebhart Insurance, Smalls Insurance Agency, Wilgus Associates – Bethany, Wilgus Associates – Lewes Camp Adventureland.

RIDER PRIDE DAY

A street team engaged attendees at Caesar Rodney High School's Rider Pride Day, which brought students, parents, and families out for a morning of food, activities, and community engagement. The street team educated teens and their parents about safe driving habits as well as encouraged them to take the safe driving pledge together. The team interacted with more than 200 patrons and handed out more than 150 pledge cards.

MEDIA OUTREACH

OHS developed a Teen Driver Safety Week awareness press release and distributed it statewide, in addition to publication on the Governor's Information Center (GIC) website and on the ArriveAliveDE.com newsfeed for local and regional coverage.

ARRIVEALIVEDE WEBSITE – TEEN DRIVER PAGE:

The flagship website for all things Delaware highway safety related, [ArriveAliveDE.com](https://www.arrivealivede.com), continues to deliver award-winning content and engagement strategy. Through its partnerships, the website is driven by OHS and is kept updated, fresh, and relevant to current priority areas and highway safety-related issues in Delaware.

SAFE FAMILY HOLIDAY PAID MEDIA

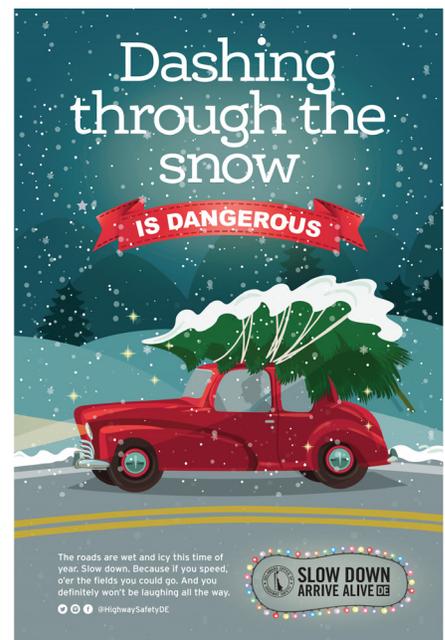
PROJECT CODE: SFAM22-01

PROJECT DESCRIPTION: OHS coordinated education and outreach campaigns coinciding with impaired driving, occupant protection, distracted driving, speed awareness, and pedestrian safety enforcement and programming initiatives during the FY 2022 **Safe Family Holiday** (SFH) mobilization. The **Safe Family Holiday** awareness strategy including traditional and digital paid media, social media (organic and paid), video and radio spots, and additional efforts summarized below.

FY 2022 SAFE FAMILY HOLIDAY AWARENESS EFFORTS:

In FY 2020, OHS created the new **Drive Safe** media campaign promoting safe driving awareness during the holiday season and continued using this campaign for FY 2022 SFH. OHS kicked off its annual **Safe Family Holiday** campaign to reduce the number of vehicle crashes across the state over the winter holidays, which is historically one of the most dangerous times of the year for drivers, passengers, and pedestrians. The campaign — which ran from November 21st to December 26th, 2021 — aimed to increase awareness of travel safety issues and mobilize Delawareans to adhere to best practices for driver and pedestrian safety. OHS developed a robust strategy this year with its awareness and behavioral change tactics for its annual holiday safe-driving campaign, including partnerships with area restaurants, drive thru light shows and others. In addition to these partnerships and robust communications, Delaware state and local police made a concentrated effort to enforce Delaware's DUI, seat belt, pedestrian, and hands-free cellphone laws, among others.

'Tis the season to be jolly and alert. There are a lot more distractions on the road during the holidays. So put your phone down. And buckle up.



The **Drive Safe** media plan campaign assets included:

- Facebook/Instagram newsfeed images and video
- Spotify streaming audio w/ companion banner
- Glassview Connected TV :30 video
- Terrestrial radio

Campaign Highlights:

- Our digital media tactics reported strong performance, delivering over 977K impressions to adults throughout the state and raising awareness through our campaign messaging
- Our digital tactics also garnered over 4.8K clicks and an overall CTR of 0.49%
- The video tactics from our DUI campaign reported over 142K video completions and a strong overall VTR of 86%
- The DUI campaign was the top impression driver (278,947), but the Pedestrian campaign was the top click driver (1,542)
- Our Distracted Driver campaign reported the strongest overall CTR (0.73%) and the most engaged site traffic, with 890 sessions
- Our radio tactic delivered over 33.6K gross impressions to people within our target audience and spread our campaign messaging

In addition to paid and digital media campaign tactics, OHS utilized social media campaigns, ArriveAliveDE.com website education, and public outreach to distribute **Safe Family Holiday** awareness messaging through diverse channels.

SOCIAL MEDIA:

OHS developed contemporary and innovative social media campaigns for the primary road safety topic priority areas following the FY 2022 enforcement calendar. Campaigns were activated across Facebook, Instagram, Twitter, Snapchat, and TikTok and included value offerings (stories, highlights, promotions, contests, games, filters, etc.) where budgets permit. Social media activation strategies included the addition of optimized tactics to broaden the reach of key safety messages to target safety content to areas where behaviors are most prevalent and to enhance relevance through borrowed interest approaches. All these objectives are met through boosting and paid promotions, geotagging platform customization, and opportunistic campaigns. Each baseline social media campaign coincides with an enforcement period and includes – campaign strategy, creative development of campaign concept, post development and launch, engagement management, and project management for all behavior-specific posts.

Optimized budget social media campaigns included the baseline social media campaign offerings plus these activation efforts:

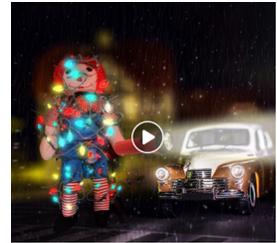
- Boosting/paid promotions across Facebook, Instagram and Twitter.
- Strategy, recommendation and execution of campaign location tagging to focus messaging with crash data and residence (home) data based on where fatalities/injuries occur most frequently and where those involved originated from in terms of their home location.
- OHS used an innovative and contemporary umbrella concept to deliver messaging for all five Safe Family Holiday driving initiatives (occupant protection, distracted driving, speeding, impaired driving and pedestrian safety): “Hitting the Road for the Holidays.” The campaign was executed using short-form videos for each mobilization (except Speed) and accompanied carousel (non-video) posts for each mobilization. Humor and creativity were the driving forces behind the concept. Each video told the story of one of our characters (portrayed by dolls and action figures) who exhibits undesirable driving behaviors during the holidays. Poor decisions resulted in characters flying through the air or spinning on the road, for example. The final frame of each video (plus each of the associated non-video posts — at least one for each mobilization), focused on promoting safe driving behaviors. To further extend the campaign, one of the Impaired Driving videos, plus its accompanying carousel post, were translated into Spanish for use across the designated social platforms, and both Impaired videos (in English) were re-shot vertically to run on the TikTok platform.

DOHS developed **35 Safe Family Holiday** social media posts across the 45-day long enforcement period, increasing overall awareness for each road safety topic during the holidays to compel the target audience to consider, and ultimately change, their unsafe behaviors.

Most Facebook reactions for FY 2022 with 501

SAFE FAMILY HOLIDAY PUBLIC EDUCATION EVENTS & OUTREACH:

OHS developed new partnerships while cultivating existing partnerships with traffic safety partners throughout Delaware to further the SFH message to drivers, passengers, and pedestrians.



PARTNERSHIP OUTREACH

OHS secured **more than 40 partnerships** with restaurants and bars throughout the state. OHS conducted in-person drops of **4,450 SFH campaign stickers** for use on takeout and to-go cocktail orders, as well as **200 posters and flyers**. In addition, **800 reflectors** were distributed by Catholic Charities Casa de San Francisco, Crisis House Shelter, Delaware, Center for Homeless Veterans and Dover Interfaith Mission for Housing.

PARTNERSHIP EXTENSION

- Back Bay Liquor Warehouse
- The Right Bottle
- Kreston Wine & Spirits
- Swigg Real Wine Craft Beer & Spirits
- Premier Wine & Spirits
- Pockets Discount Liquors
- American Liquors
- The Delaware Growler
- Total Wine & More
- Banks Wines & Spirits
- Stitch House Brewery
- The Delaware Growler
- Revelation Craft Brewing Company
- Midnight Oil Brewing Company
- Iron Hill Brewery & Restaurant
- Dewey Beer Company
- Argilla Brewing Company
- Bethany Blues - Lewes
- Bethany Blues - Bethany
- Big Fish on the River Front
- Big Fish Ocean View
- Big Oyster Brewery
- The Boulevard
- Dogfish Head Chesapeake & Maine
- Dogfish Head Brewings & Eats
- Deer Park Tavern
- The Green Turtle- Lewes
- Fordham and Dominion Brewing Company
- Irish Eyes Pub and Restaurant - Milton
- Iron Hill Brewery and Restaurant - Rehoboth
- McGlynn's Pub -Dover
- Purple Parrot Grill
- The Salted Rim
- Summerhouse Saloon
- The Green Turtle- Lewes
- The Salted Rim
- Cantwell's Tavern
- Coleman's Tree Farm
- Poynter's Tree Farm

PARTNERSHIP ACTIVATIONS

OHS secured two sponsorships for the SFH period:

The OHS Safety Snowman and a fellow street team member were on-site at the following partnership activations throughout December.

Fifer Orchards' Donuts with Santa

Saturday, December 4, 2021

500+ impressions

Street teams distributed:

- 300 flyers (distracted driving)
- 250 donated candy canes

Winter WonderFEST

Saturday, December 11, 2021
42K+ impressions

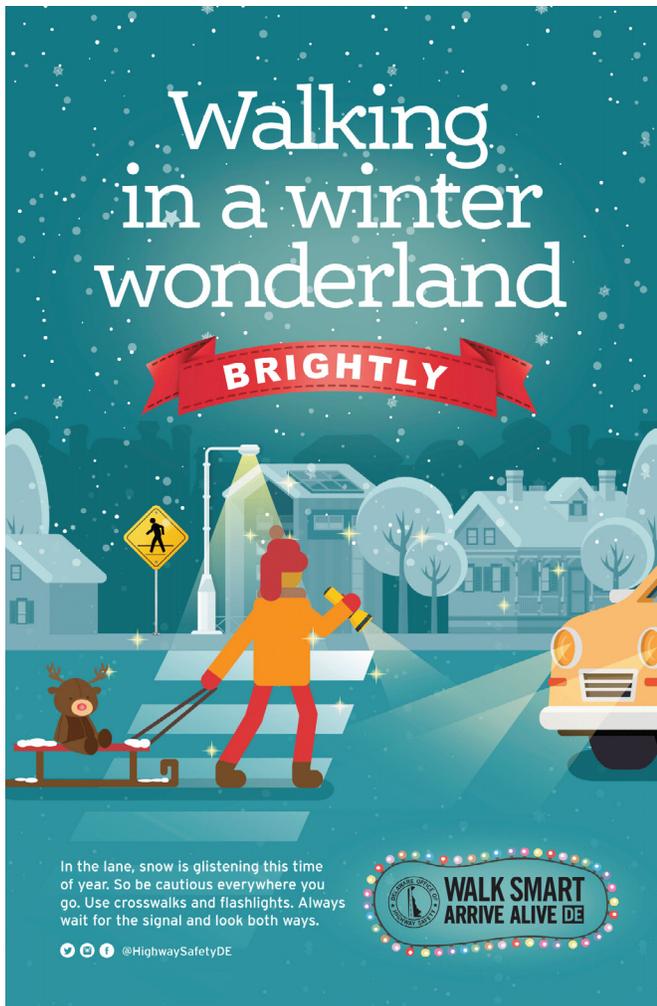
Street teams distributed the following to more than 750 cars:

- 500 MADD ribbons
- 250 donated candy canes

Additionally, 42K flyers were supplied to WonderFEST.

MEDIA OUTREACH

OHS developed a SFH awareness press release and distributed it statewide, in addition to publication on the Governor’s Information Center (GIC) website and on the ArriveAliveDE.com newsfeed for local and regional coverage.



AMBASSADORS OF SAFETY VIDEOS

PROJECT CODE: OHVD22-01, OHVZ22-01

PROJECT DESCRIPTION: OHS coordinated an Ambassadors of Safety Video Series in FY 2022 to reach the target audience(s) through Delaware EMS, and additional traffic safety partners. Production continues into FY2023, as we develop the series with members of the New Castle County Paramedics and traffic safety partners. The FY 2022 video series originally included the production of speed and pedestrian-related traffic safety topic videos. However, due to production and scheduling challenges, they will be produced in FY 2023.



The launch of the Ambassadors of Safety video series in FY 2021 introduced more heartfelt, genuine highway safety storytelling into the OHS engagement strategy, building greater awareness for the state's traffic safety community.

The branded video series was designed as a set of 1-2-minute episodes dedicated to one road safety topic and explored the level of coordination that occurs across Delaware and its traffic safety partners to keep roadways safe for all residents and visitors.

OHS Ambassadors of Safety Video Series are promoted through all social media platforms, and all videos reside on the ArriveAliveDE.com Ambassadors of Safety Video webpage to drive users to one centralized destination.

ARRIVE ALIVE DE WEBSITE

PROJECT CODE: OHWS22-01, OHWX22-01, OHWZ22-01

WEBSITE SUCCESS MEASUREMENT:

The website garnered 148,487 page views from promotion through digital marketing and social media outreach during FY 2022. The Drive Sober page alone represented approximately one-third of the total page views. In FY 2022, OHS' main goals for the website were to enhance the digital holistic experience by developing more interactive and gamified modules, and to provide more Spanish language information across mobilizations to broaden all Delawareans' road safety knowledge.

The digital holistic experience was developed successfully. The ArriveAliveDE.com site increased its user retention a with 44% increase in average time spent on pages across the site. New tools continued to add value as the "Be Alert" page totaled a 148% increase of time spent on the page. During FY 2022, OHS added The Great Escape from Distracted Driving game, the "Make Del Aware" Pedestrian Safety game and the What's Your DUI.Q? Impaired Driving quiz. The following pages were reengineered so that ArriveAliveDE.com could become a bilingual site: Buckle Up, Be Alert, Be Drug Aware and Secure the Kids. Through social media campaigns, press releases and media opportunities, visitors have been driven to the ArriveAliveDE.com Visualizer tools, enhancing metrics for social media engagement, website visitors and pageviews - all intending to inform and positively affect behavior change.

The website was built with a robust content management system, allowing updates to be made efficiently ensuring that highway safety content is timely, relevant and in sync with broader public awareness efforts. The National Safety Council named the Delaware Office of Highway Safety's ArriveAliveDE.com as a 2022 Safety Excellence Award semifinalist in its annual Green Cross for Safety® competition. The award recognizes a corporation, coalition or organization that was relentless in its pursuit of safety. The website has also previously won Communicator Awards for Distinction and Excellence.

TIKTOK CAMPAIGN

PROJECT CODE: TIKT22-01

OHS TIKTOK RECRUITMENT CAMPAIGN:

OHS expanded its messaging on TikTok in FY2022, the TikTok Recruitment campaign was developed to add followers to the OHS TikTok account.

As of January 2022, the TikTok app had one billion active monthly users. Most users are young, with 32.5% in the 10- to 19-year-old age group. An additional 29.5% are between the ages of 20 and 29. With the rise in teen and young adult crashes and fatalities on Delaware roads, the TikTok platform is an optimal platform to reach this audience.

The campaign consisted of a new video series for TikTok called "Alive in DE," featuring a host interviewing Delawareans across the state, while sharing road safety messages. The quick, lively segments were shot at various Delaware locations to provide local flavor and covered Distracted Driving, Impaired Driving and Speed. Each video followed a rough script to ensure that the essential road safety messaging was covered, while also allowing flexibility to give each interview a fresh and candid feel. To promote the series, 10-second "teaser" videos (one for each of the three longer videos) launched on Facebook and Instagram to encourage users to both become followers of the OHS TikTok page and view the video posts. Additional "advice" posts (also 10 seconds in length) created for TikTok delivered a more direct safety message from the hosts, offering tips for getting home safe when drinking is involved, and avoiding distractions while driving. These posts were also launched on Facebook and Instagram to extend their reach and value.

The successful Alive in DE video interview series was ultimately extended to other road safety topics throughout the summer, including Pedestrian Safety, Impaired Driving, Occupant Protection and Distracted Driving.

The goal of the TikTok Recruitment campaign was to reach 100 followers on TikTok to allow the OHS account access to additional features and establish a genuine presence on the platform. **OHS surpassed this goal by the end of the campaign with 102 followers gained - a 316% growth rate from the previous month.** These are purely organic views with support from our targeted teaser videos published on Facebook and Instagram. The top-performing video in this campaign was the "Distracted Driving E-Sports Interview." **At the time the campaign ran, it was the most viewed and most liked on the OHS profile with 2,095 views and 111 likes.** The video content (gaming/e-sports) blended nicely into the flow of existing content on TikTok. It was also noted that the teaser videos did their part to bring an audience to view the TikTok profile. **TikTok profile views were up 120% in June. Also, post link clicks on the teaser videos to ArriveAliveDE.com for more information and deeper insight into road safety behaviors was high, averaging about 200 clicks per video.**

FY 2022 SOCIAL MEDIA EFFORTS:

PROJECT CODE: PROJECT CODES ARE LISTED IN THE SOCIAL MEDIA PROJECT DESCRIPTIONS FOR EACH PRIORITY AREA.

OVERVIEW:

In FY 2022, OHS continued to capitalize on the significant opportunity to engage with Delawareans more effectively about road safety through social media. Social media use continued to grow and remained an optimal environment to reach OHS' primary target audience and compel males between the ages of 18 and 34 to think about, and ultimately change, poor driving behaviors associated with crashes along Delaware roadways. OHS developed its multipronged, holistic approach to enhance road safety conversations with Delawareans while increasing mission awareness and brand recognition.

OBJECTIVE:

Continue to achieve relevant and impactful engagement with OHS' target audiences through an industry-leading social media and digital road safety experience. Provide indisputable reasons to change driver behaviors across the state's primary road safety topics to reduce fatalities and crashes along roadways, including Occupant Protection, Distracted Driving, Impaired Driving, Speed, Pedestrian Safety, Motorcycle Safety, Child Passenger Safety and Teen Driver Safety.

STRATEGIC APPROACH:

In FY 2022, to inform the development of a more compelling social media and digital engagement strategy, OHS again critically evaluated how target audience wants/needs have evolved in recent years. OHS found that through the pandemic, digital experiences and social media became even more preferred platforms. Innovation is expected and required. Users engage most with content that is creatively and technologically diverse, such as rich media, interactivity, tools and animation, gamification and stories. As a result of this digital transformation, users expect more personalized and contextualized experiences. Short-form videos are the new preference across platforms. Because of this, TikTok usage grew more than 70% in 2021 (80 million U.S. users) and storytelling has become critical in messaging for social media networks. Strategies that create engagement build community and trust, which better positions profiles as credible sources of information. A two-pronged approach was implemented to achieve these goals:

- Deliver the highly memorable, road safety social media campaigns that users have come to rely on through more rich media initiatives to communicate desired driver and passenger behaviors, in alignment with enforcement and community outreach plans.
- Increase awareness to the young male audience by expanding DOHS's digital presence for highway safety in Delaware to TikTok, thus providing valuable safety information and resources where this audience spends most of their digital time.

OHS delivered on these goals throughout FY 2022. The top 10 posts on social media with the highest link clicks to **ArriveAliveDE.com** were all videos. OHS' efforts to increase video posts succeeded as 65% of posts were rich media or animations. OHS also made a significant impact on TikTok with its recruitment campaign that spanned the Drive Sober, Distracted Driving Speed, and Pedestrian road safety topics. The goal of the TikTok Recruitment campaign was to reach 100 followers on TikTok so that OHS could establish a genuine presence on the platform. OHS surpassed this goal by the end of the campaign with 102 followers gained – a 316% growth rate from the previous month. These are purely organic views with support from targeted teaser videos published on Facebook and Instagram. The top-performing video in this campaign was the "Distracted Driving E-Sports Interview," which featured a conversation with a member of the University of Delaware e-sports team. At the time of the campaign, it held the most views and most likes on the OHS profile with 2,095 views and 111 likes. The video content (gaming/e-sports) blended nicely into the flow of existing content on TikTok. Profile views were up 120% in June 2022 and post link clicks on the teaser videos were high, averaging about 200 clicks per video.

OHS utilizes a broad set of analytics to evaluate its engagement strategies across social media platforms and inform messaging and visual development of all social media content in consideration of target audience behaviors and preferences. The following table provides an overview of the key performance indicators OHS uses to measure successes and identify new opportunities on its social media platforms. This snapshot demonstrates that platform needs now favor Instagram and are shifting away from Twitter. This is due to the rising use of rich media which thrives on the Instagram algorithm.

| | | | | | |
|---|---|---|---|---|---|
| Facebook | 2,604,707 | 8,731,141 | 12,050,783 | 14,957,562 | 11,675,954 |
| Instagram | 25,171 | 136,275 | 1,200,656 | 2,244,156 | 4,034,088 |
| Twitter | 331,517 | 582,290 | 416,740 | 357,420 | 57,960 |
| ENGAGEMENTS The number of times that users reacted to, commented on, shared, clicked on or viewed a video (over 3 seconds) during the reporting period. | | | | | |
| Facebook | 27,774 | 92,991 | 125,472 | 339,116 | 267,810 |
| Instagram | 2,904 | 3,390 | 2,878 | 3,388 | 127,195 |
| Twitter | 4,837 | 6,857 | 2,919 | 1,992 | 988 |
| FOLLOWERS The number of users that have opted-in to "follow" our social pages and will receive our updates in their feeds. | FY 2018 <i>(10/2017 – 9/2018)</i> | FY 2019 <i>(10/2018 – 9/2019)</i> | FY 2020 <i>(10/2019 – 9/2020)</i> | FY 2021 <i>(10/2020 – 9/2021)</i> | FY 2022 <i>(10/2021 – 9/2022)</i> |
| Facebook | 10,776 | 11,649 | 12,013 | 12,480 | 12,856 |
| Instagram | 1,211 | 1,246 | 1,399 | 1,786 | 1,868 |
| Twitter | 5,426 | 5,611 | 5,851 | 5,939 | 6,113 |

In addition to increasing followership across all platforms, OHS also saw a 190% increase in engagements on Instagram, up to 127,195 in FY 2022 from 3,388 in FY 2021. Impressions on Instagram increased by 1,789,932 and Facebook saw a 25% decrease in impressions. This is due to the 25% decrease in published posts on the platform. Emphasis has also shifted away from Twitter to Facebook, Instagram and TikTok, where our audience was more likely to engage with OHS social media and digital advertising content. OHS will continue to stay at the forefront of new trends, approaches and technologies to make its social media presence more meaningful, engaging and memorable to its target audiences, drive users to the **ArriveAliveDE.com** website, and ultimately move the needle on Delaware roadway fatalities with behavioral change.



PROGRAM AREA | PLANNING & ADMINISTRATION



The Office of Highway Safety coordinated the following programming initiatives to reach our targets for FY 2022:

GENERAL OPERATING EXPENSES

PROJECT CODE: OHHG22-01, OGOZ22-01

DESCRIPTION: General operating expenses fund items and fees required for the operation of the office to include items like our storage unit, phone bills, copier, newspapers, personnel charges from the Office of Management and Budget, Messenger Services, FedEx, and memberships to organizations.

OFFICE SUPPLIES

PROJECT CODE: OHHE22-01, OSUZ22-01

DESCRIPTION: Throughout the year, the Office of Highway Safety purchases general office supplies to assist with the operations of the office.

TECHNOLOGY INITIATIVES

PROJECT CODE: OHHH22-01, OTEZ22-01

DESCRIPTION: The Office of Highway Safety utilizes technology enhancement funds to replace aging technology that no longer works and to upgrade technologies as necessary to maintain efficient operations.

ADMINISTRATIVE STAFF AND SALARIES

PROJECT CODES: OHAA22-01, OHAB22-01, OSSZ22-01, OACZ22-01

DESCRIPTION: Salaries and benefits support the Accountant and the Administrative Specialist. The accountant is responsible for processing fiscal documents as required for the daily operations of the office, managing the agency timesheets, and serving as the agency liaison with the Department's Fiscal and Human Resources Section. The Administrative Specialist is a part-time casual/seasonal position and is responsible for ordering public information materials, coordinating distribution of materials to increase public awareness, and assisting the Marketing Specialist with public information and education initiatives. The Administrative Specialist also provides administrative support to OHS staff and serves as the agency receptionist. This position remained vacant for a majority of FY 2022.

TRAVEL AND TRAINING**PROJECT CODE: OHHD22-01, OTTZ22-01**

DESCRIPTION: In FY 2022, after travel restrictions were lifted due to the COVID-19 Public Health Emergency, the Office of Highway Safety used travel and training funds to support OHS staff who attended training and conferences throughout the year or served on boards or committees requiring attendance. Examples of conferences attended included the GHSA Annual meeting, KIM Conference, the IACP Impaired Driving and Traffic Safety conference, etc.

PLANNING AND ADMINISTRATION PROJECTS NOT IMPLEMENTED:**AUDIT FEES****PROJECT CODE: OHHA22-01, OHHZ22-01**

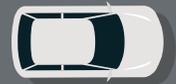
DESCRIPTION: Audit fees are used when the Office of Highway Safety is required to participate in a state-mandated audit. An audit was not conducted in FY 2022.

ASSESSMENT OF STATE PROGRESS

Planning and Administration projects contributed to efforts to meet state targets by providing administrative support, accounting support and funds necessary to support staff needs for task completion.



COMPREHENSIVE TRAFFIC SAFETY PROGRAM



The Office of Highway Safety coordinated the following programming initiatives to reach our targets for FY 2022:

SALARIES/BENEFITS FOR OHS STAFF

PROJECT CODES: OHCP22-01, OOPZ22-01, OHCO22-01, OMAZ22-01, OHCM22-01, OMSZ22-01, OHCD22-01, ODDZ22-01, FSCP22-01

DESCRIPTION: Salaries and benefits are provided for staff members who work in multiple program areas. This includes one Management Analyst III position, which manages Pedestrian Safety, Motorcycle Safety, and Speed Prevention Management. One Planner IV position managing the Occupant Protection, Distracted Driving Prevention, and Teen Driver programs. A Planning Supervisor who serves as the Deputy Director and manages the Impaired Driving and Traffic Records Programs. A Marketing Specialist who is responsible for the management of media relations contracts, and all paid or earned media. The Occupant Protection program manager position is funded 50% Federally and 50% by the State of Delaware. Additionally, a new position was established this year to combine the responsibilities of the previously unfilled Traffic Safety Outreach Coordinator and the Kent County Fitting Station Technician.

ANTICIPATED PROJECT PROPOSALS

PROJECT CODE: OHPP22-01

DESCRIPTION: OHS uses a project proposal method to receive funding requests throughout the year. The process is open-ended, and proposals can be submitted at any time. These requests are typically non-enforcement, though special enforcement requests are considered as well. It is paramount that funds be set aside and available for those proposals that are data-driven and assist in reaching identified traffic safety targets. Funds were reallocated from this project line and assigned to new project codes as OHS received and approved project proposals. Therefore, no funds were spent from OHPP22-01.

ELECTRONIC GRANTS SYSTEM

PROJECT CODE: OHGS22-01, OHGZ22-01

DESCRIPTION: Partnering with the Department of Safety and Homeland Security - Office of the Secretary (OSEC), OHS contracted through the Delaware Department of Technology and Information (DTI) to create an electronic grants system. This system allows grant sub-recipients to conduct their transactions with OHS electronically. Funds were used for maintenance and licensing costs and a small development to improve funding tracking in accordance with NHTSA rules and regulations.

ANNUAL REPORT AND HIGHWAY SAFETY PLAN DESIGN AND PUBLISHING

PROJECT CODE: HSPD22-01, HSPZ22-01

DESCRIPTION: OHS partnered with Whitman, Requardt, & Associates (WRA) to assist in the development of the FY 2021 Annual Report and FY 2023 Highway Safety Plan. WRA provided graphic design, editing and formatting services for publishing and submission.

TRAFFIC SAFETY OUTREACH COORDINATOR

PROJECT CODE: TSOC22-01, TSOZ22-01

DESCRIPTION: OHS has a Corporate Outreach Program that is managed by the Traffic Safety Outreach Coordinator. The program works to reach the thousands of Delawareans employed throughout the state with traffic safety messaging. Corporate partners work closely with OHS to evaluate the effectiveness of outreach efforts, offer suggestions, participate in planning events and deliver program messaging to their respective audience. OHS coordinates bi-annual meetings with our corporate partners for collaboration and information sharing. This position was established in FY 2021 as a Casual/Seasonal and became vacant in November 2021. As a result of the vacancy, responsibilities of the Corporate Outreach Program were transitioned to the Kent County Fitting Station Technician in a dual role.

CORPORATE OUTREACH SUPPLIES

PROJECT CODE: OHOF22-01

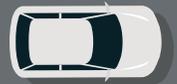
DESCRIPTION: In 2022, there were 196 corporate partners receiving traffic safety information from OHS. OHS provides corporate partners with a digital monthly Traffic Safety Newsletter (TSN) that coincides with the OHS communications campaign calendar. This newsletter is distributed to all partners and coincides with accompanying media sent to all participants. The TSN contains statistics, facts, and helpful tips. Other traffic safety outreach materials are provided either digitally or through posters, flyers, banners, etc. Examples include PowerPoint presentations, fact sheets, and sample traffic safety policies which are sent to partners for their use via e-mail. Posters and flyers are mailed to Corporate Partners based on the needs of the organization, the number of employees and clients, and availability. During the height of the COVID-19 pandemic, OHS suspended mailings. We reinstated mailings on a quarterly basis beginning with the Click it or Ticket campaign in May 2022. It is hoped that the next in-person meeting will take place in FY 2023.

ASSESSMENT OF STATE PROGRESS

These projects assist OHS in efforts to achieve annual targets and goals by providing foundational programmatic efforts, creating efficiencies, and reducing paperwork.



FINANCIAL SUMMARY



U.S. Department of Transportation National Highway Traffic Safety Administration
Status of Obligations and Expenditures
2022-FINAL
 Posted: 12/28/2022

State: Delaware

Page: 1
 Report Date: 12/28/2022

| Program Area | Project | Description | Obligation Limitation | Carry Fwd | Obligated Funds | Expended Funds | Carried Fwd into Next FY | Unobligated Balance | Unexpended Balance |
|------------------------------------|---------------------------------|--|-----------------------|-----------|---------------------|-----------------------|--------------------------|---------------------|---------------------|
| NHTSA | | | | | | | | | |
| 154 Transfer Funds | | | | | | | | | |
| 154 Alcohol | | | | | | | | | |
| | 154AL-2022-AA-TS-10 | Impaired Driving Travel/Training FY20 | | | \$8,661.56 | \$8,661.56 | \$11,338.44 | | \$0.00 |
| | 154AL-2022-AC-AC-11 | FY21 Columbus Day Weekend Checkpoint FY2 | | | \$18,335.48 | \$18,335.48 | \$12,164.52 | | \$0.00 |
| | 154AL-2022-AC-AC-12 | FY21 Halloween DUI Patrols FY20 | | | \$15,508.48 | \$15,508.48 | \$14,751.52 | | \$0.00 |
| | 154AL-2022-AC-AC-13 | FY21 Thanksgiving Weekend Checkpoint FY2 | | | \$21,936.26 | \$21,936.26 | \$8,563.74 | | \$0.00 |
| | 154AL-2022-AC-AC-14 | Safe Family Holiday DUI Enforcement FY2 | | | \$42,255.07 | \$42,255.07 | \$10,324.93 | | \$0.00 |
| | 154AL-2022-AC-AC-15 | FY22 Super Bowl DUI Patrols FY20 | | | \$19,090.88 | \$19,090.88 | \$4,629.12 | | \$0.00 |
| | 154AL-2022-AC-AC-16 | FY 22 St. Patrick's Weekend DUI Patrols | | | \$15,338.45 | \$15,338.45 | \$1,469.55 | | \$0.00 |
| | 154AL-2022-AC-AC-80 | Drive Sober or Get Pulled Over Enforceme | | | \$0.00 | \$0.00 | \$1,093.79 | | \$0.00 |
| | 154AL-2022-AC-AC-90 | Labor Day Checkpoint FY20 | | | \$0.00 | \$0.00 | \$254.72 | | \$0.00 |
| | 154AL-2022-AC-AD-10 | FY 22 St. Patrick's Weekend DUI Patrols | | | \$13,623.41 | \$13,623.41 | \$1,168.59 | | \$0.00 |
| | 154AL-2022-AC-AD-20 | Memorial Day Weekend Checkpoint FY21 | | | \$0.00 | \$0.00 | \$0.00 | | \$0.00 |
| | 154AL-2022-AC-AD-30 | June DUI Patrols FY21 | | | \$95,862.61 | \$95,862.61 | \$37,127.39 | | \$0.00 |
| | 154AL-2022-AC-AD-40 | July 4th Weekend Checkpoint FY21 | | | \$0.00 | \$0.00 | \$0.00 | | \$0.00 |
| | 154AL-2022-AC-AD-50 | Summer DUI Patrols FY21 | | | \$24,101.09 | \$24,101.09 | \$10,358.91 | | \$0.00 |
| | 154AL-2022-AC-AD-60 | Drive Sober or Get Pulled Over Enforceme | | | \$29,956.92 | \$29,956.92 | \$22,193.08 | | \$0.00 |
| | 154AL-2022-AC-AD-70 | Labor Day Weekend Checkpoint FY21 | | | \$0.00 | \$0.00 | \$0.00 | | \$0.00 |
| | 154AL-2022-DA-BE-10 | Anticipated Projects FY22 | | | \$0.00 | \$0.00 | \$0.00 | | \$0.00 |
| | 154AL-2022-DA-DB-10 | Anticipated Projects FY21 | | | \$0.00 | \$0.00 | \$482,941.00 | | \$0.00 |
| | 154AL-2022-EN-EQ-10 | DUI Enforcement Equipment FY20 | | | \$0.00 | \$0.00 | \$139,249.90 | | \$0.00 |
| | 154AL-2022-SE-RV-10 | Safe Alcohol Service Trainings FY21 | | | \$40,102.40 | \$40,102.40 | \$40,377.60 | | \$0.00 |
| | 154AL-2022-TA-DE-10 | DUI Court - Alcohol Monitoring FY21 | | | \$53,278.00 | \$53,278.00 | \$6,722.00 | | \$0.00 |
| | 154 Alcohol Total | | | | \$398,050.61 | \$398,050.61 | \$804,728.80 | | \$0.00 |
| 154 Paid Media | | | | | | | | | |
| | 154PM-2022-DA-PM-10 | DUI Alcohol Paid Media FY19 | | | \$176,771.33 | \$176,771.33 | \$29,599.94 | | \$0.00 |
| | 154PM-2022-DA-PN-10 | DUI Paid Media FY20 | | | \$162,547.97 | \$162,547.97 | \$61,673.50 | | \$0.00 |
| | 154PM-2022-DA-PO-10 | DUI Alcohol Paid Media FY21 | | | \$241,773.68 | \$241,773.68 | \$52,685.71 | | \$0.00 |
| | 154 Paid Media Total | | | | \$581,092.98 | \$581,092.98 | \$143,959.15 | | \$0.00 |
| | 154 Transfer Funds Total | | | | \$0.00 | \$1,927,831.54 | \$979,143.59 | \$979,143.59 | \$948,687.95 |
| | | | | | | | | \$0.00 | \$0.00 |
| FAST Act NHTSA 402 | | | | | | | | | |
| Planning and Administration | | | | | | | | | |
| | PA-2022-OH-AA-10 | Adminstrative Assistant FY22 | | | \$17,407.68 | \$17,407.68 | \$0.00 | | \$0.00 |
| | PA-2022-OH-AB-10 | Accountant Salary, Christine Gannon FY2 | | | \$15,592.32 | \$15,592.32 | \$42.05 | | \$0.00 |
| | PA-2022-OH-HA-10 | Audit Fees FY22 | | | \$0.00 | \$0.00 | \$0.00 | | \$0.00 |
| | PA-2022-OH-HD-10 | Travel/Training FY22 | | | \$7,000.00 | \$7,000.00 | \$0.00 | | \$0.00 |
| | PA-2022-OH-HE-10 | General Office Supplies FY22 | | | \$1,000.00 | \$1,000.00 | \$0.00 | | \$0.00 |

FINANCIAL SUMMARY

| | | | | | |
|---|---|---------------------|-----------------------|---------------------|---------------------|
| PA-2022-OH-HG-10 | General Operating Expenses FY22 | \$22,000.00 | \$22,000.00 | \$.00 | \$.00 |
| PA-2022-OH-HH-10 | Technology Enhancements FY22 | \$8,000.00 | \$8,000.00 | \$.00 | \$.00 |
| Planning and Administration Total | | \$71,000.00 | \$71,000.00 | \$42.05 | \$.00 |
| Pedestrian/Bicycle Safety | | | | | |
| PS-2022-OH-PA-10 | October Ped. Education Enf. FY22 | \$24,250.95 | \$24,250.95 | \$.00 | \$.00 |
| PS-2022-OH-PA-20 | Safe Family Holiday PED Enforcement FY22 | \$30,129.67 | \$30,129.67 | \$.00 | \$.00 |
| Pedestrian/Bicycle Safety Total | | \$54,380.62 | \$54,380.62 | \$.00 | \$.00 |
| Police Traffic Services | | | | | |
| PT-2022-CR-US-10 | CRU Training FY22 | \$595.00 | \$595.00 | \$.00 | \$.00 |
| PT-2022-OH-BB-10 | OHS Conference FY22 | \$.00 | \$.00 | \$.00 | \$.00 |
| PT-2022-OH-BL-10 | LEL Salary - John Horsman FY22 | \$20,000.00 | \$20,000.00 | \$.00 | \$.00 |
| PT-2022-OH-CP-10 | Management Analyst III - Jackie McDermot | \$.00 | \$.00 | \$.00 | \$.00 |
| PT-2022-OH-OS-10 | Fall 2021 OP/Distracted Enforcement FY22 | \$31,154.45 | \$31,154.45 | \$.00 | \$.00 |
| PT-2022-OH-OS-20 | Safe Family Holiday OP/DD Enforcement F | \$31,843.06 | \$31,843.06 | \$49.44 | \$.00 |
| PT-2022-OH-OS-30 | February OP/DD Enforcement/Education FY22 | \$.00 | \$.00 | \$.00 | \$.00 |
| Police Traffic Services Total | | \$83,592.51 | \$83,592.51 | \$49.44 | \$.00 |
| Community Traffic Safety Project | | | | | |
| CP-2022-HS-PD-10 | Highway Safety Plan Design and Publishin | \$5,000.00 | \$5,000.00 | \$.00 | \$.00 |
| CP-2022-OH-CD-10 | Deputy Director/Imp Driving Coordinator | \$47,950.56 | \$47,950.56 | \$49.44 | \$.00 |
| CP-2022-OH-CM-10 | Marketing Specialist - Cynthia Cavett FY | \$32,000.00 | \$32,000.00 | \$.00 | \$.00 |
| CP-2022-OH-CO-10 | Management Analyst III - Sarah Cattie F | \$25,645.00 | \$25,645.00 | \$.00 | \$.00 |
| CP-2022-OH-CP-10 | Management Analyst III - Jackie McDermot | \$40,000.00 | \$40,000.00 | \$.00 | \$.00 |
| CP-2022-OH-GS-10 | Electronics Grants System FY22 | \$5,000.00 | \$5,000.00 | \$.00 | \$.00 |
| CP-2022-OH-OF-10 | Corporate Partner Supplies FY22 | \$.00 | \$.00 | \$.00 | \$.00 |
| CP-2022-OH-PP-10 | Anticipated Projects FY22 | \$.00 | \$.00 | \$216,475.63 | \$.00 |
| CP-2022-TS-OC-10 | Traffic Safety Outreach Coordinator FY22 | \$4,241.92 | \$4,241.92 | \$.00 | \$.00 |
| Community Traffic Safety Project Total | | \$159,837.48 | \$159,837.48 | \$216,525.07 | \$.00 |
| Speed Enforcement | | | | | |
| SE-2022-MS-PD-10 | March Speed Enforcement FY22 | \$.00 | \$.00 | \$.00 | \$.00 |
| SE-2022-MS-PE-10 | March Speed Enforcement FY22 | \$20,209.35 | \$20,209.35 | \$.00 | \$.00 |
| SE-2022-SP-ED-10 | November Speed Enforcement FY22 | \$16,919.78 | \$16,919.78 | \$.00 | \$.00 |
| Speed Enforcement Total | | \$37,129.13 | \$37,129.13 | \$.00 | \$.00 |
| Paid Advertising | | | | | |
| PM-2022-OH-OD-10 | OP/Distracted Driving Paid Media FY22 | \$149,574.08 | \$149,574.08 | \$.00 | \$.00 |
| PM-2022-OH-PM-10 | Pedestrian Safety Paid Media Outreach F | \$75,000.00 | \$75,000.00 | \$.00 | \$.00 |
| PM-2022-OH-SP-10 | Speed Paid Media FY22 | \$45,000.00 | \$45,000.00 | \$.00 | \$.00 |
| PM-2022-OH-VD-10 | Safety Ambassadors Video Project FY22 | \$3,355.00 | \$3,355.00 | \$.00 | \$.00 |
| PM-2022-OH-WS-10 | Arrive Alive DE Website PAID MEDIA FY22 | \$56,002.00 | \$56,002.00 | \$.00 | \$.00 |
| PM-2022-SF-AM-10 | Safe Family Holiday PM/Outreach FY22 | \$90,707.30 | \$90,707.30 | \$.00 | \$.00 |
| PM-2022-TE-DR-10 | Teen Driver Paid Media FY22 | \$20,000.00 | \$20,000.00 | \$.00 | \$.00 |
| Paid Advertising Total | | \$439,638.38 | \$439,638.38 | \$.00 | \$.00 |
| Teen Safety Program | | | | | |
| TSP-2022-TD-RP-10 | Teen Driver Resources Program FY22 | \$.00 | \$.00 | \$.00 | \$.00 |
| Teen Safety Program Total | | \$.00 | \$.00 | \$.00 | \$.00 |
| FAST Act NHTSA 402 Total | | \$.00 | \$1,062,194.68 | \$845,578.12 | \$845,578.12 |
| FAST Act 405b OP High | | | | \$216,616.56 | \$.00 |

FINANCIAL SUMMARY

405b High HVE

| | | | | | |
|---------------------|---------------------------|-------------|-------------|-------------|--------|
| M1HVE-2022-CI-EA-10 | Click It or Ticket FY20 | \$12,706.32 | \$12,706.32 | \$2,346.84 | \$0.00 |
| M1HVE-2022-CI-EB-10 | Click It or Ticket FY21 | \$39,308.07 | \$39,308.07 | \$18,808.20 | \$0.00 |
| M1HVE-2022-CI-SP-10 | DSP CIOT Enforcement FY20 | \$0.00 | \$0.00 | \$0.00 | \$0.00 |

405b High HVE Total

\$52,014.39 \$52,014.39 \$21,155.04 \$0.00

405b High Public Education

| | | | | | |
|--------------------|-----------------------------|------------|------------|--------|--------|
| M1PE-2022-BC-AE-10 | OP Paid Media/Outreach FY19 | \$5,818.56 | \$5,818.56 | \$0.00 | \$0.00 |
|--------------------|-----------------------------|------------|------------|--------|--------|

405b High Public Education Total

\$5,818.56 \$5,818.56 \$0.00 \$0.00

405b High Community CPS Services

| | | | | | |
|---------------------|--|-------------|-------------|-------------|--------|
| M1CPS-2022-SA-LB-10 | Fitting Station Coordinators Salaries FY | \$19,391.98 | \$19,391.98 | \$0.00 | \$0.00 |
| M1CPS-2022-SU-PA-10 | Fitting Station Supplies FY20 | \$5,500.00 | \$5,500.00 | \$0.00 | \$0.00 |
| M1CPS-2022-SU-PB-10 | Fitting Station Supplies FY21 | \$7,120.69 | \$7,120.69 | \$7,136.75 | \$0.00 |
| M1CPS-2022-TR-AA-10 | OP/CPS Training FY20 | \$2,819.21 | \$2,819.21 | \$0.00 | \$0.00 |
| M1CPS-2022-TR-AB-10 | OP/CPS Training FY21 | \$2,794.12 | \$2,794.12 | \$12,205.88 | \$0.00 |

405b High Community CPS Services Total

\$37,626.00 \$37,626.00 \$19,342.63 \$0.00

405b OP High

| | | | | | |
|-------------------|-----------------------|-------------|-------------|--------|--------|
| M1X-2022-SV-RC-10 | Seat Belt Survey FY20 | \$9,013.95 | \$9,013.95 | \$0.00 | \$0.00 |
| M1X-2022-SV-RD-10 | Seat Belt Survey FY21 | \$25,000.00 | \$25,000.00 | \$0.00 | \$0.00 |

405b OP High Total

\$34,013.95 \$34,013.95 \$0.00 \$0.00

405b High Paid Advertising

| | | | | | |
|---------------------|-------------------------------------|-------------|-------------|-------------|--------|
| M1*PM-2022-PM-OA-10 | Occupant Protection Paid Media FY20 | \$18,299.90 | \$18,299.90 | \$13,864.95 | \$0.00 |
| M1*PM-2022-PM-OB-10 | Occupant Protection Paid Media FY21 | \$97,003.28 | \$97,003.28 | \$27,996.72 | \$0.00 |

405b High Paid Advertising Total

\$115,303.18 \$115,303.18 \$41,861.67 \$0.00

405b High Match

| | | | | | |
|-----------------------|------------------------------|--------|--------|--------|--------|
| M1MATCH-2022-00-00-00 | 40B Match, FY 19, 20, 21, 22 | \$0.00 | \$0.00 | \$0.00 | \$0.00 |
|-----------------------|------------------------------|--------|--------|--------|--------|

405b High Match Total

\$0.00 \$0.00 \$0.00 \$0.00

FAST Act 405b OP High Total

\$0.00 \$327,135.42 \$244,776.08 \$244,776.08 \$82,359.34 \$0.00 \$0.00

FAST Act 405c Data Program

405c Data Program

| | | | | | |
|--------------------|---|-------------|-------------|--------------|--------|
| M3DA-2022-CA-BB-10 | QA/QC E-Crash FY19 | \$11,825.54 | \$11,825.54 | \$0.00 | \$0.00 |
| M3DA-2022-CA-BC-10 | QA/QC E-Crash FY20 | \$96,833.67 | \$96,833.67 | \$53,166.33 | \$0.00 |
| M3DA-2022-CA-BD-10 | QA/QC E-Crash FY21 | \$0.00 | \$0.00 | \$150,000.00 | \$0.00 |
| M3DA-2022-CA-CB-10 | TRCC Strategic Plan Implementation FY19 | \$4,458.62 | \$4,458.62 | \$0.00 | \$0.00 |
| M3DA-2022-CA-CC-10 | TRCC Strategic Plan Implementation FY20 | \$791.95 | \$791.95 | \$19,208.05 | \$0.00 |
| M3DA-2022-CA-CD-10 | TRCC Strategic Plan Implementation FY21 | \$0.00 | \$0.00 | \$10,000.00 | \$0.00 |
| M3DA-2022-CB-AC-10 | Anticipated Projects FY20 | \$0.00 | \$0.00 | \$59,407.89 | \$0.00 |
| M3DA-2022-CB-AD-10 | Anticipated Projects FY21 | \$0.00 | \$0.00 | \$78,888.46 | \$0.00 |
| M3DA-2022-DA-TC-10 | DATA Analyst Salary FY20 | \$45,936.32 | \$45,936.32 | \$0.00 | \$0.00 |
| M3DA-2022-DA-TD-10 | DATA Analyst Salary FY21 | \$33,159.48 | \$33,159.48 | \$46,840.52 | \$0.00 |
| M3DA-2022-DD-OT-10 | CARS Enhancements FY19 | \$0.00 | \$0.00 | \$0.00 | \$0.00 |

405c Data Program Total

\$193,005.58 \$193,005.58 \$417,511.25 \$0.00

405c Match

| | | | | | |
|-----------------------|-------------------------------|--------|--------|--------|--------|
| M3MATCH-2022-00-00-00 | 405C Match - FY 19, 20, 21,22 | \$0.00 | \$0.00 | \$0.00 | \$0.00 |
|-----------------------|-------------------------------|--------|--------|--------|--------|

405c Match Total

\$0.00 \$0.00 \$0.00 \$0.00

FAST Act 405c Data Program Total

\$0.00 \$610,516.83 \$193,005.58 \$193,005.58 \$417,511.25 \$0.00 \$0.00

FAST Act 405d Impaired Driving Mid

405d Mid Court Support

| | | | | | |
|--------------------|------------------------------|-------------|-------------|------------|--------|
| M5CS-2022-EC-AC-10 | DUI Court Sussex County FY21 | \$50,092.98 | \$50,092.98 | \$9,907.02 | \$0.00 |
|--------------------|------------------------------|-------------|-------------|------------|--------|

FINANCIAL SUMMARY

| | | | | | | | |
|---|--|--------------|-----------------------|---------------------|---------------------|---------------------|--------------|
| M5CS-2022-ED-AH-10 | Impaired Training FY20 | | \$1,047.20 | \$1,047.20 | \$38,952.80 | | \$.00 |
| M5CS-2022-TS-RD-10 | TSRP Program FY21 | | \$312,394.76 | \$312,394.76 | \$82,605.24 | | \$.00 |
| 405d Mid Court Support Total | | | \$363,534.94 | \$363,534.94 | \$131,465.06 | | \$.00 |
| 405d Mid BAC Testing/Reporting | | | | | | | |
| M5BAC-2022-EA-QB-10 | DUI Enforcement Equipment FY20 | | \$16,850.00 | \$16,850.00 | \$63,150.00 | | \$.00 |
| 405d Mid BAC Testing/Reporting Total | | | \$16,850.00 | \$16,850.00 | \$63,150.00 | | \$.00 |
| 405d Mid Paid/Earned Media | | | | | | | |
| M5PEM-2022-DR-UA-10 | DUI DRUG Paid Media FY19 | | \$50,000.00 | \$50,000.00 | \$.00 | | \$.00 |
| M5PEM-2022-DR-UB-10 | DUI DRUG Paid Media FY20 | | \$98,988.80 | \$98,988.80 | \$11.20 | | \$.00 |
| M5PEM-2022-EA-PM-10 | DUI Alcohol Paid Media FY19 | | \$130,614.00 | \$130,614.00 | \$.00 | | \$.00 |
| M5PEM-2022-EA-PO-10 | DUI Alcohol Paid Media FY21 | | \$142,901.40 | \$142,901.40 | \$7,098.60 | | \$.00 |
| 405d Mid Paid/Earned Media Total | | | \$422,504.20 | \$422,504.20 | \$7,109.80 | | \$.00 |
| 405d Impaired Driving Mid | | | | | | | |
| M5X-2022-AD-AC-10 | DRE Program FY20 | | \$154,648.95 | \$154,648.95 | \$2,351.05 | | \$.00 |
| M5X-2022-EA-AB-10 | Anticipated Projects FY20 | | \$.00 | \$.00 | \$130,075.22 | | \$.00 |
| M5X-2022-EA-AC-10 | Anticipated Projects FY21 | | \$.00 | \$.00 | \$427,660.42 | | \$.00 |
| M5X-2022-ID-SP-10 | Impaired Driving Strategic Plan Update F | | \$25,400.47 | \$25,400.47 | \$23,266.13 | | \$.00 |
| 405d Impaired Driving Mid Total | | | \$180,049.42 | \$180,049.42 | \$583,352.82 | | \$.00 |
| 405d Mid Match | | | | | | | |
| M5MATCH-2022-00-00-00 | 405D FY 19, 20, 21,22 | | \$.00 | \$.00 | \$.00 | | \$.00 |
| 405d Mid Match Total | | | \$.00 | \$.00 | \$.00 | | \$.00 |
| FAST Act 405d Impaired Driving Mid Total | | \$.00 | \$1,768,016.24 | \$982,938.56 | \$982,938.56 | \$785,077.68 | \$.00 |
| FAST Act 405f Motorcycle Programs | | | | | | | |
| 405f Motorcyclist Awareness | | | | | | | |
| M9MA-2022-MC-PD-10 | Motorcycle Paid Media/Outreach FY21 | | \$8,704.97 | \$8,704.97 | \$.00 | | \$.00 |
| 405f Motorcyclist Awareness Total | | | \$8,704.97 | \$8,704.97 | \$.00 | | \$.00 |
| 405f Match | | | | | | | |
| M9MATCH-2022-00-00-00 | 405F Match FY 20, 21, 22 | | \$.00 | \$.00 | \$.00 | | \$.00 |
| 405f Match Total | | | \$.00 | \$.00 | \$.00 | | \$.00 |
| FAST Act 405f Motorcycle Programs Total | | \$.00 | \$8,704.97 | \$8,704.97 | \$8,704.97 | \$.00 | \$.00 |
| FAST Act 405h Nonmotorized Safety | | | | | | | |
| 405h Law Enforcement | | | | | | | |
| FHLE-2022-OH-PH-40 | Summer Beach Pedestrian Education/Enforc | | \$.00 | \$.00 | \$3,352.52 | | \$.00 |
| FHLE-2022-OH-PI-10 | June Pedestrian FY21 | | \$.00 | \$.00 | \$.00 | | \$.00 |
| FHLE-2022-OH-PI-40 | June Pedestrian/Education Enforcement FY | | \$9,707.40 | \$9,707.40 | \$8,625.17 | | \$.00 |
| 405h Law Enforcement Total | | | \$9,707.40 | \$9,707.40 | \$11,977.69 | | \$.00 |
| 405h Public Education | | | | | | | |
| FHPE-2022-PE-DN-10 | February Pedstrian Paid Media FY19 | | \$18,223.99 | \$18,223.99 | \$.00 | | \$.00 |
| FHPE-2022-PE-DQ-10 | Pedestrian Safety Paid Media Outreach F | | \$45,935.60 | \$45,935.60 | \$.00 | | \$.00 |
| 405h Public Education Total | | | \$64,159.59 | \$64,159.59 | \$.00 | | \$.00 |
| 405h Match | | | | | | | |
| FHMATCH-2022-00-00-00 | 405H Match FY 20, 21, 22 | | \$.00 | \$.00 | \$.00 | | \$.00 |
| 405h Match Total | | | \$.00 | \$.00 | \$.00 | | \$.00 |
| FAST Act 405h Nonmotorized Safety Total | | \$.00 | \$85,844.68 | \$73,866.99 | \$73,866.99 | \$11,977.69 | \$.00 |

BIL NHTSA 402

Planning and Administration

| | | | | | |
|------------------|---|-------------|-------------|-------------|--------|
| PA-2022-OA-CZ-10 | Accountant Salary, Christine Gannon FY2 | \$2,880.29 | \$2,880.29 | \$10,119.71 | \$.00 |
| PA-2022-OG-OZ-10 | General Operating Expenses FY22 | \$10,301.39 | \$10,301.39 | \$2,698.61 | \$.00 |
| PA-2022-OH-HA-10 | Audit Fees FY22 | \$.00 | \$.00 | \$20,000.00 | \$.00 |
| PA-2022-OS-SZ-10 | Administrative Assistant FY22 | \$.00 | \$.00 | \$29,000.00 | \$.00 |
| PA-2022-OS-UZ-10 | General Office Supplies FY22 | \$404.45 | \$404.45 | \$8,595.55 | \$.00 |
| PA-2022-OT-EZ-10 | Technology Enhancements FY22 | \$446.17 | \$446.17 | \$6,553.83 | \$.00 |
| PA-2022-OT-TZ-10 | Travel/Training FY22 | \$6,344.95 | \$6,344.95 | \$30,655.05 | \$.00 |

Planning and Administration Total **\$20,377.25** **\$20,377.25** **\$107,622.75** **\$.00**

Motorcycle Safety

| | | | | | |
|------------------|---|-------------|-------------|------------|--------|
| MC-2022-OH-MA-10 | April/May Motorcycle Enforcement FY22 | \$13,837.94 | \$13,837.94 | \$4,082.06 | \$.00 |
| MC-2022-OH-MA-20 | Delmarva Bike Week Motorcycle Enforcement | \$9,505.66 | \$9,505.66 | \$6,014.34 | \$.00 |

Motorcycle Safety Total **\$23,343.60** **\$23,343.60** **\$10,096.40** **\$.00**

Pedestrian/Bicycle Safety

| | | | | | |
|------------------|-------------------------------------|-------------|-------------|-------------|--------|
| PS-2022-OH-PA-30 | January Pedestrian Enforcement FY22 | \$23,180.15 | \$23,180.15 | \$10,259.85 | \$.00 |
|------------------|-------------------------------------|-------------|-------------|-------------|--------|

Pedestrian/Bicycle Safety Total **\$23,180.15** **\$23,180.15** **\$10,259.85** **\$.00**

Police Traffic Services

| | | | | | |
|------------------|--|-------------|-------------|-------------|--------|
| PT-2022-CR-UX-10 | Motorcycle CRU Training FY22 | \$2,658.93 | \$2,658.93 | \$118.77 | \$.00 |
| PT-2022-OH-BZ-10 | OHS Conference FY22 | \$85,522.75 | \$85,522.75 | \$64,477.25 | \$.00 |
| PT-2022-OH-DA-10 | April Distracted Driving Enforcement FY2 | \$55,032.02 | \$55,032.02 | \$367.98 | \$.00 |
| PT-2022-OH-LZ-10 | LEL Salary - John Horsman FY22 | \$8,555.02 | \$8,555.02 | \$11,444.98 | \$.00 |
| PT-2022-OH-OS-30 | Winter OP/Distracted Enforcement FY22 | \$45,220.59 | \$45,220.59 | \$5,419.41 | \$.00 |
| PT-2022-OH-OS-40 | Summer OP/DD Enforcement FY22 | \$41,716.30 | \$41,716.30 | \$17,883.70 | \$.00 |
| PT-2022-PE-TR-10 | Pedestrian NHTSA Training FY22 | \$1,596.87 | \$1,596.87 | \$3.13 | \$.00 |

Police Traffic Services Total **\$240,302.48** **\$240,302.48** **\$99,715.22** **\$.00**

Community Traffic Safety Project

| | | | | | |
|------------------|--|-------------|-------------|----------------|--------|
| CP-2022-FS-CP-10 | Fitting Station/Corporate Partner Coordi | \$26,645.19 | \$26,645.19 | \$.00 | \$.00 |
| CP-2022-HS-PZ-10 | HSP/AR Design & Publishing FY22 | \$5,531.82 | \$5,531.82 | \$14,594.18 | \$.00 |
| CP-2022-OD-DZ-10 | Deputy Director/Imp Driving Coordinator | \$39,270.72 | \$39,270.72 | \$.00 | \$.00 |
| CP-2022-OH-GZ-10 | Electronics Grants System FY22 | \$9,089.97 | \$9,089.97 | \$70,910.03 | \$.00 |
| CP-2022-OH-OF-10 | Corporate Partner Supplies FY22 | \$1,102.43 | \$1,102.43 | \$13,897.57 | \$.00 |
| CP-2022-OH-PP-10 | Anticipated Projects FY22 | \$.00 | \$.00 | \$1,039,726.97 | \$.00 |
| CP-2022-OM-AZ-10 | Management Analyst III - Jackie McDermot | \$41,321.63 | \$41,321.63 | \$.00 | \$.00 |
| CP-2022-OM-SZ-10 | Marketing Specialist Jason Coleman FY22 | \$28,866.52 | \$28,866.52 | \$7,133.48 | \$.00 |
| CP-2022-OO-PZ-10 | Planner 3 Sarah Cattie FY22 | \$21,931.03 | \$21,931.03 | \$8,068.97 | \$.00 |
| CP-2022-TD-RZ-10 | Teen Driver Resources Program FY22 | \$.00 | \$.00 | \$15,000.00 | \$.00 |
| CP-2022-TS-OZ-10 | Traffic Safety Outreach Coordinator FY22 | \$.00 | \$.00 | \$45,758.08 | \$.00 |

Community Traffic Safety Project Total **\$173,759.31** **\$173,759.31** **\$1,215,089.28** **\$.00**

Speed Enforcement

| | | | | | |
|------------------|-----------------------------|-------------|-------------|-------------|--------|
| SE-2022-SP-ED-05 | September Speed FY22 | \$35,512.42 | \$35,512.42 | \$6,567.58 | \$.00 |
| SE-2022-SP-ED-20 | May Speed Enforcement FY22 | \$17,432.23 | \$17,432.23 | \$2,767.77 | \$.00 |
| SE-2022-SP-ED-30 | June Speed Enforcement FY22 | \$10,370.41 | \$10,370.41 | \$11,909.59 | \$.00 |
| SE-2022-SP-ED-40 | July Speed Enforcement FY22 | \$17,415.69 | \$17,415.69 | \$4,344.31 | \$.00 |

Speed Enforcement Total **\$80,730.75** **\$80,730.75** **\$25,589.25** **\$.00**

Paid Advertising

| | | | | | |
|------------------|-------------------------------------|--------------|--------------|------------|--------|
| PM-2022-OH-CT-10 | Occupant Protection Paid Media FY22 | \$50,000.00 | \$50,000.00 | \$.00 | \$.00 |
| PM-2022-OH-MM-10 | Motorcycle Paid Media/Outreach FY22 | \$113,418.93 | \$113,418.93 | \$6,623.37 | \$.00 |

FINANCIAL SUMMARY

| | | | | | | |
|---|--|-----------------------|---------------------|-----------------------|-----------------------|-----------------------|
| PM-2022-OH-OZ-10 | Distracted Driving Paid Media/Outreach F | \$151,488.83 | \$151,488.83 | \$3,799.70 | \$0.00 | \$0.00 |
| PM-2022-OH-PZ-10 | Pedestrian Safety PM/Outreach FY22 | \$81,585.00 | \$81,585.00 | \$0.00 | \$0.00 | \$0.00 |
| PM-2022-OH-SZ-10 | Speed Paid Media FY22 | \$116,974.07 | \$116,974.07 | \$6,355.93 | \$0.00 | \$0.00 |
| PM-2022-OH-VZ-10 | Safety Ambassadors Video Project FY22 | \$16,199.44 | \$16,199.44 | \$19,800.56 | \$0.00 | \$0.00 |
| PM-2022-OH-WZ-10 | Arrive Alive DE Website PAID MEDIA FY22 | \$40,924.38 | \$40,924.38 | \$5,403.62 | \$0.00 | \$0.00 |
| PM-2022-PM-DD-10 | Distracted Driving Paid Media/Outreach F | \$46,000.00 | \$46,000.00 | \$9,002.00 | \$0.00 | \$0.00 |
| PM-2022-TE-DZ-10 | Teen Driver Paid Media FY22 | \$64,929.29 | \$64,929.29 | \$1,997.21 | \$0.00 | \$0.00 |
| PM-2022-TI-KT-10 | TIKTOK Launch Campaign FY22 | \$67,500.00 | \$67,500.00 | \$0.00 | \$0.00 | \$0.00 |
| Paid Advertising Total | | \$749,019.94 | \$749,019.94 | \$52,982.39 | \$0.00 | \$0.00 |
| BIL NHTSA 402 Total | | \$2,832,068.62 | \$0.00 | \$1,310,713.48 | \$1,310,713.48 | \$1,521,355.14 |
| BIL 154 Transfer Funds | | | | | | |
| Funds Uncommitted to Projects | | | | | | |
| UP_154-2022-DA-BE-10 | Anticipated Projects FY22 | \$0.00 | \$0.00 | \$1,426,127.00 | \$0.00 | \$0.00 |
| Funds Uncommitted to Projects Total | | \$0.00 | \$0.00 | \$1,426,127.00 | \$0.00 | \$0.00 |
| BIL 154 Transfer Funds Total | | \$1,426,127.00 | \$0.00 | \$0.00 | \$0.00 | \$1,426,127.00 |
| BIL 405b OP High | | | | | | |
| 405b High HVE | | | | | | |
| M1HVE-2022-CI-EC-10 | OP Enforcement CIOT FY22 | \$11,548.42 | \$11,548.42 | \$6,886.88 | \$0.00 | \$0.00 |
| 405b High HVE Total | | \$11,548.42 | \$11,548.42 | \$6,886.88 | \$0.00 | \$0.00 |
| 405b High Training | | | | | | |
| M1TR-2022-TR-AC-10 | CPS/OP Training FY22 | \$0.00 | \$0.00 | \$5,500.00 | \$0.00 | \$0.00 |
| 405b High Training Total | | \$0.00 | \$0.00 | \$5,500.00 | \$0.00 | \$0.00 |
| 405b High Public Education | | | | | | |
| M1PE-2022-PM-OC-01 | OP Paid Media FY22 | \$0.00 | \$0.00 | \$129,164.70 | \$0.00 | \$0.00 |
| 405b High Public Education Total | | \$0.00 | \$0.00 | \$129,164.70 | \$0.00 | \$0.00 |
| 405b High Community CPS Services | | | | | | |
| M1CPS-2022-SA-LC-10 | Fitting Station Coordinators Salaries FY | \$15,811.86 | \$15,811.86 | \$44,188.14 | \$0.00 | \$0.00 |
| M1CPS-2022-SU-PC-10 | Fitting Station Supplies FY22 | \$0.00 | \$0.00 | \$5,500.00 | \$0.00 | \$0.00 |
| 405b High Community CPS Services Total | | \$15,811.86 | \$15,811.86 | \$49,688.14 | \$0.00 | \$0.00 |
| 405b OP High | | | | | | |
| M1X-2022-AN-TC-10 | Anticipated Projects FY22 | \$0.00 | \$0.00 | \$47,110.81 | \$0.00 | \$0.00 |
| M1X-2022-CL-MS-01 | Click4Life Middle Schools-SmartDrive FY2 | \$4,484.55 | \$4,484.55 | \$139.45 | \$0.00 | \$0.00 |
| M1X-2022-SR-VE-10 | Seat Belt Survey FY22 | \$31,105.01 | \$31,105.01 | \$37,668.70 | \$0.00 | \$0.00 |
| 405b OP High Total | | \$35,589.56 | \$35,589.56 | \$84,918.96 | \$0.00 | \$0.00 |
| 405b High Match | | | | | | |
| M1MATCH-2022-00-00-00 | Match FY22 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 |
| 405b High Match Total | | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 |
| BIL 405b OP High Total | | \$339,108.52 | \$0.00 | \$62,949.84 | \$62,949.84 | \$276,158.68 |
| BIL 405c Data Program | | | | | | |
| 405c Data Program | | | | | | |
| M3DA-2022-CA-BE-10 | QA/QC E-Crash FY22 | \$0.00 | \$0.00 | \$120,000.00 | \$0.00 | \$0.00 |
| M3DA-2022-CA-CC-10 | Strategic Plan Implementation FY22 | \$0.00 | \$0.00 | \$5,000.00 | \$0.00 | \$0.00 |
| M3DA-2022-CB-AE-10 | Anticipated Projects FY22 | \$0.00 | \$0.00 | \$186,567.35 | \$0.00 | \$0.00 |
| M3DA-2022-DA-TE-10 | DATA Analyst Salary FY22 | \$0.00 | \$0.00 | \$80,000.00 | \$0.00 | \$0.00 |
| 405c Data Program Total | | \$0.00 | \$0.00 | \$391,567.35 | \$0.00 | \$0.00 |
| 405c Match | | | | | | |
| M3MATCH-2022-00-00-00 | Match FY22 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 |

FINANCIAL SUMMARY

| | | | | | | | |
|--|--|---------------|---------------------|---------------------|-----------------------|---------------|---------------|
| 405c Match Total | | | \$.00 | \$.00 | \$.00 | | \$.00 |
| BIL 405c Data Program Total | \$391,567.35 | \$.00 | \$.00 | \$.00 | \$391,567.35 | \$.00 | \$.00 |
| 405d Impaired Driving Mid | | | | | | | |
| 405d Impaired Driving Mid | | | | | | | |
| M5X-2022-CO-OA-00 | DRE/Training Coordinator FY22 | | \$15,383.82 | \$15,383.82 | \$36.84 | | \$.00 |
| M5X-2022-EA-AD-10 | Anticipated Projects FY22 | | \$.00 | \$.00 | \$1,327,350.84 | | \$.00 |
| 405d Impaired Driving Mid Total | | | \$15,383.82 | \$15,383.82 | \$1,327,387.68 | | \$.00 |
| 405d Mid Match | | | | | | | |
| M5MATCH-2022-00-00-00 | Match FY22 | | \$.00 | \$.00 | \$.00 | | \$.00 |
| 405d Mid Match Total | | | \$.00 | \$.00 | \$.00 | | \$.00 |
| BIL 405d Impaired Driving Mid Total | \$1,342,771.50 | \$.00 | \$15,383.82 | \$15,383.82 | \$1,327,387.68 | \$.00 | \$.00 |
| BIL 405f Motorcycle Safety Programs | | | | | | | |
| 405f Motorcycle Safety Programs | | | | | | | |
| M11X-2022-MC-PE-10 | Motorist Focused Paid Media FY22 | | \$21,598.16 | \$21,598.16 | \$20,359.41 | | \$.00 |
| 405f Motorcycle Safety Programs Total | | | \$21,598.16 | \$21,598.16 | \$20,359.41 | | \$.00 |
| 405f Safety Match | | | | | | | |
| M11MATCH-2022-00-00-00 | Match FY22 | | \$.00 | \$.00 | \$.00 | | \$.00 |
| 405f Safety Match Total | | | \$.00 | \$.00 | \$.00 | | \$.00 |
| BIL 405f Motorcycle Safety Programs Total | \$41,957.57 | \$.00 | \$21,598.16 | \$21,598.16 | \$20,359.41 | \$.00 | \$.00 |
| BIL 405h Nonmotorized Safety | | | | | | | |
| 405h Law Enforcement | | | | | | | |
| FHLE-2022-OH-PJ-00 | Summer Beach Pedestrian Education/Enforc | | \$26,757.34 | \$26,757.34 | \$15,522.66 | | \$.00 |
| FHLE-2022-OH-PJ-20 | June Enforcement FY22 | | \$13,310.72 | \$13,310.72 | \$1,796.71 | | \$.00 |
| FHLE-2022-OH-PJ-30 | AUGUST/SEPTEMBER ENFORCEMENT FY22 | | \$29,739.24 | \$29,739.24 | \$6,300.76 | | \$.00 |
| 405h Law Enforcement Total | | | \$69,807.30 | \$69,807.30 | \$23,620.13 | | \$.00 |
| 405h Public Education | | | | | | | |
| FHPE-2022-PE-DR-10 | Pedestrian Safety Paid Media Outreach F | | \$72,012.71 | \$72,012.71 | \$14,753.29 | | \$.00 |
| 405h Public Education Total | | | \$72,012.71 | \$72,012.71 | \$14,753.29 | | \$.00 |
| 405h Nonmotorized Safety | | | | | | | |
| 405h Nonmotorized Safety Total | | | | | | | |
| FHX-2022-PE-AT-10 | Anticipated Projects FY22 | | \$.00 | \$.00 | \$19,317.48 | | \$.00 |
| 405h Nonmotorized Safety Total | | | \$.00 | \$.00 | \$19,317.48 | | \$.00 |
| 405h Match | | | | | | | |
| FHMATCH-2022-00-00-00 | Match FY22 | | \$.00 | \$.00 | \$.00 | | \$.00 |
| 405h Match Total | | | \$.00 | \$.00 | \$.00 | | \$.00 |
| BIL 405h Nonmotorized Safety Total | \$199,510.91 | \$.00 | \$141,820.01 | \$141,820.01 | \$57,690.90 | \$.00 | \$.00 |
| SUPPLEMENTAL BIL NHTSA 402 | | | | | | | |
| Paid Advertising | | | | | | | |
| PM-2022-OH-OX-10 | Distracted Driving Paid Media/Outreach F | | \$100,000.00 | \$100,000.00 | \$.00 | | \$.00 |
| PM-2022-OH-WX-10 | Arrive Alive DE Website PAID MEDIA FY22 | | \$58,852.62 | \$58,852.62 | \$.00 | | \$.00 |
| Paid Advertising Total | | | \$158,852.62 | \$158,852.62 | \$.00 | | \$.00 |
| SUPPLEMENTAL BIL NHTSA 402 Total | \$158,852.62 | \$.00 | \$158,852.62 | \$158,852.62 | \$.00 | \$.00 | \$.00 |
| SUPPLEMENTAL BIL 405b OP High | | | | | | | |
| 405b High Public Education | | | | | | | |
| M1PE-2022-PM-OX-10 | OP Paid Media FY22 | | \$.00 | \$.00 | \$22,170.54 | | \$.00 |

FINANCIAL SUMMARY

| | | | | | | | |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---------------|---------------|
| 405b High Public Education Total | | | \$0.00 | \$0.00 | \$22,170.54 | | \$0.00 |
| 405b High Match | | | | | | | |
| M1MATCH-2022-00-00-00 Match FY22 | | | \$0.00 | \$0.00 | \$0.00 | | \$0.00 |
| 405b High Match Total | | | \$0.00 | \$0.00 | \$0.00 | | \$0.00 |
| SUPPLEMENTAL BIL 405b OP High Total | \$22,170.54 | \$0.00 | \$0.00 | \$0.00 | \$22,170.54 | \$0.00 | \$0.00 |
| SUPPLEMENTAL BIL 405c Data Program | | | | | | | |
| 405c Data Program | | | | | | | |
| M3DA-2022-CB-AX-10 Anticipated Projects FY22 | | | \$0.00 | \$0.00 | \$25,600.24 | | \$0.00 |
| 405c Data Program Total | | | \$0.00 | \$0.00 | \$25,600.24 | | \$0.00 |
| 405c Match | | | | | | | |
| M3MATCH-2022-00-00-00 Match FY22 | | | \$0.00 | \$0.00 | \$0.00 | | \$0.00 |
| 405c Match Total | | | \$0.00 | \$0.00 | \$0.00 | | \$0.00 |
| SUPPLEMENTAL BIL 405c Data Program Total | \$25,600.24 | \$0.00 | \$0.00 | \$0.00 | \$25,600.24 | \$0.00 | \$0.00 |
| SUPPLEMENTAL BIL 405d Impaired Driving Mid | | | | | | | |
| 405d Impaired Driving Mid | | | | | | | |
| M5X-2022-EA-AZ-10 Anticipated Projects FY22 | | | \$0.00 | \$0.00 | \$88,038.09 | | \$0.00 |
| 405d Impaired Driving Mid Total | | | \$0.00 | \$0.00 | \$88,038.09 | | \$0.00 |
| 405d Mid Match | | | | | | | |
| M5MATCH-2022-00-00-00 Match FY22 | | | \$0.00 | \$0.00 | \$0.00 | | \$0.00 |
| 405d Mid Match Total | | | \$0.00 | \$0.00 | \$0.00 | | \$0.00 |
| SUPPLEMENTAL BIL 405d Impaired Driving Mid Total | \$88,038.09 | \$0.00 | \$0.00 | \$0.00 | \$88,038.09 | \$0.00 | \$0.00 |
| SUPPLEMENTAL BIL 405f Motorcycle Safety Programs | | | | | | | |
| 405f Motorcycle Safety Programs | | | | | | | |
| M11X-2022-MC-PX-10 Motorist Focused Paid Media FY22 | | | \$2,743.14 | \$2,743.14 | \$0.00 | | \$0.00 |
| 405f Motorcycle Safety Programs Total | | | \$2,743.14 | \$2,743.14 | \$0.00 | | \$0.00 |
| 405f Safety Match | | | | | | | |
| M11MATCH-2022-00-00-00 Match FY22 | | | \$0.00 | \$0.00 | \$0.00 | | \$0.00 |
| 405f Safety Match Total | | | \$0.00 | \$0.00 | \$0.00 | | \$0.00 |
| SUPPLEMENTAL BIL 405f Motorcycle Safety Programs Total | \$2,743.14 | \$0.00 | \$2,743.14 | \$2,743.14 | \$0.00 | \$0.00 | \$0.00 |
| SUPPLEMENTAL BIL 405h Nonmotorized Safety | | | | | | | |
| 405h Public Education | | | | | | | |
| FHPE-2022-PE-DR-10 Pedestrian Safety PM/Outreach FY22 | | | \$13,043.80 | \$13,043.80 | \$0.00 | | \$0.00 |
| 405h Public Education Total | | | \$13,043.80 | \$13,043.80 | \$0.00 | | \$0.00 |
| 405h Match | | | | | | | |
| FHMATCH-2022-00-00-00 Match FY22 | | | \$0.00 | \$0.00 | \$0.00 | | \$0.00 |
| 405h Match Total | | | \$0.00 | \$0.00 | \$0.00 | | \$0.00 |
| SUPPLEMENTAL BIL 405h Nonmotorized Safety Total | \$13,043.80 | \$0.00 | \$13,043.80 | \$13,043.80 | \$0.00 | \$0.00 | \$0.00 |
| NHTSA Total | \$6,883,559.90 | \$5,790,244.36 | \$5,055,118.76 | \$5,055,118.76 | \$7,618,685.50 | \$0.00 | \$0.00 |
| Total | \$6,883,559.90 | \$5,790,244.36 | \$5,055,118.76 | \$5,055,118.76 | \$7,618,685.50 | \$0.00 | \$0.00 |

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FY 2022 ANNUAL REPORT

OCTOBER 1, 2021 - SEPTEMBER 30, 2022